VANCOUVER ISLAND

Acknowledgements

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The responsibility for the report as written, and all conclusions reached herein, is the Consultants alone, and does not necessarily reflect the opinions of those who assisted during the course of this investigaton and the Federal and Provincial Governments which funded the study.

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TABLE OF CONTENTS

Page

1.0 VANCOUVER ISLAND REGIONAL TOURISM PLAN 1

1.1 Introduction 1
1.2 Regional Setting 1
1.3 Current Tourism Development 4
1.4 Study Approach 7

2.0 VANCOUVER ISLAND REGION TOURISM RESOURCES 10

2.1 Approach to Tourism Resource Assessment 10
2.2 Natural Tourism Resources 12

2.2.1 Introduction 12
2.2.2 Geographic Description of Major Landform Units 13
2.2.3 General Climatic Conditions 22
2.2.4 Vegetation 26
2.2.5 Sport Fishery Resources 29
2.2.6 Wildlife Resources 34
2.2.7 Summary of Natural Tourism Resources 40

2.3 Physical Tourism Resources (Infrastructure) 43

2.3.1 Introduction 43
2.3.2 Recreation Lands and Facilities 43
2.3.3 Accommodation 55
2.3.4 Transportation Modes and Corridors 60
2.3.5 Tourist Service Centres 66

2.4 Human Resources 72

2.4.1 Introduction 72
2.4.2 Regional Demography 72
2.4.3 Economic Activity 74
2.4.4 Implications for Tourism Growth and Development 78
2.4.5 Events and Attractions 79

TABLE OF CONTENTS CONTINUED

Page

2.5 Heritage Resources 83

- 2.5.1 West Coast Indian Theme 84
- 2.5.2 Exploration - Fur Trade Theme 85
- 2.5.3 Pioneer Settlement - Resource Development Theme 86
- 2.5.4 Gold Rush Theme 89
- 2.5.5 Maritime Heritage Theme 89

2.6 Summary and Assessment of Tourism Resources 91

3.0 TOURISM MARKET FORECASTS, VISITOR PROFILES AND DEVELOPMENT IMPLICATIONS 100

3.1 Introduction 100

3.2 Tourism Markets 100

- 3.2.1 Existing Markets 100
- 3.2.2 Perceived Markets 101
- 3.2.3 Market Opportunities 101
- 3.2.4 Market Forecast 103

3.3 Visitor Profile 103

- 3.3.1 Traveller Characteristics 103
- 3.3.2 Trip Characteristics 106

3.4 Development Implications 110

- 3.4.1 General Marketing 110
- 3.4.2 Accommodation Requirements 112

4.0 TOURISM ISSUES AND CONCERNS, OBJECTIVES AND LOCAL POLICIES 114

4.1 Introduction 114

4.2 General Attitude Towards Tourism 114

4.3 Perceived Tourism Strengths Opportunities 115

- 4.3.1 Perceived Tourism Strengths 115
- 4.3.2 Perceived Tourism Opportunities 116

TABLE OF CONTENTS CONTINUED

Page

4.4 Issues and Concerns Regarding Tourism Development 118
  4.4.1 Seasonal Aspects 120
4.5 Perceived Weakness as a Tourism Area 120
4.6 Tourism Linkages 121
4.7 Locall Defined Tourism Objectives 122
4.8 Regional and Local Policies which Influence Tourism Development 123

5.0 PROVINCIAL AND REGIONAL TOURISM DEVELOPMENT STRATEGY 131

5.1 Introduction 131
5.2 Framework for the Preparation of Tourism Development Strategies 133
5.3 Provincial Tourism Development Strategy 134
5.4 Regional Application of Provincial Strategy 135
5.5 Regional Tourism Development Strategy 139

6.0 REGIONAL TOURISM DEVELOPMENT PLAN 145

6.1 Introduction 145
6.2 Guidelines and Principles 145
6.3 Tourism/Recreation Planning Hierarchy 152
6.4 General Description of Plan 156
  6.4.1 Victoria Provincial Tourism Destination Area 158
  6.4.2 Gulf Islands Outdoor Recreation Area 165
  6.4.3 Cowichan Lake Outdoor Recreation Area 166
  6.4.4 Nanaimo-Qualicum Beach Destination Area 169
  6.4.5 Alberni Inlet-West Coast Trail Outdoor Recreation Area 173
  6.4.6 Pacific Rim Regional Tourism Destination Area 180

TABLE OF CONTENTS CONTINUED

Page

6.4.7 Courtenay/Comox-Campbell River Regional Tourism Destination Area 189

6.4.8 Gold River Local Service Centre 204

6.4.9 Johnstone Strait-Discovery Passage Marine Outdoor Recreation Area 206

6.4.10 Mount Waddington Outdoor Recreation Area 209

6.4.11 Seymour-Kingcome Inlet Outdoor Recreation Area 211

6.4.12 Port McNeill-Port Hardy Regional Tourism Destination Area 212

6.4.13 Port Alice Caving Regional Attraction 219

6.4.14 Zeballos, Tahsis, Winter Harbour Campgrounds 220

6.4.15 Cape Scott Provincial Park 220

6.4.16 Alpine Ski Areas 220

6.4.17 Travel Corridors 221

6.5 Summary of Key Development Proposals 227

APPENDICES

Page

1. Technical Terms and Definitions A1
2. River Classification System A10
3. Tourism Events and Attractions A12
4. Evaluation Matrix - Criteria for Ranking A37
5. Regional and Local Policy Statements A38

LIST OF DRAWINGS

Drawing		Following Page
1.	Regional Setting	4
2.	Landscape/Planning Units	42
3.	Accommodation	60
4.	Provincial Strategy and Regional Application	141
5.	Development Plan	161

LIST OF FIGURES

Figure		Following Page
1.	Landscape Inventory Matrix	42
2.	Evaluation Matrix	101
3.	Tourism Resource/Market Opportunity Matrix	105
4.	Regional Development Strategy	144

LIST OF TABLE

Table Page

1. Winter Tourism Season for Selected Centres 24
2. Summer Tourism Season for Selected Centres 25
3. Visitation and Camper Party Nights: Pacific Rim National Park 44
4. 1980 Provincial Park Inventory: Vancouver Island Tourism Region 46
5. 1980 Marine Parks Inventory: Vancouver Island Tourism Region 48
6. Tourist Accommodation by Types, 1971-1979: Vancouver Island Tourism Region 56
7. Tourist Accommodation by Planning Unit, 1971-1979: Vancouver Island Tourism Region 57
8. Tourism Service Centres: Vancouver Island Tourism Region, 1980 68
9. Demographic Characteristics: Vancouver Island Tourism Region, 1971-1976 73
10. Employment: Vancouver Island Region, 1977-1979 75
11. Summary Evaluation of Highest Ranked Landscape/ Planning Units by Key Tourism Resources 93
12. Summary of Specialty Market Development Opportunities: Vancouver Island Tourism Region 102
13. Market Forecast: Vancouver Island Tourism Region - Person Nights 104
14. Traveller Characteristics: Vancouver Island Tourism Region 105
15. Trip Characteristics: Vancouver Island Tourism Region 107

1.0 VANCOUVER ISLAND REGIONAL TOURISM PLAN

1.1 Introduction

In recognition of the increasing importance of tourism to the Province of British Columbia, regional tourism plans for a total of nine tourism regions, of which the Vancouver Island Tourism Region is one, have been prepared under the terms of the Canada - British Columbia Travel Industry Development Subsidiary Agreement. The purpose of this document is to examine and assess tourism opportunities on Vancouver Island and its associated mainland, and to outline development opportunities that could be undertaken through the Federal-Provincial Agreement as well as other government agencies and the private sector. In the preparation of this document, it is recognized that much of the plan will be implemented by separate agencies and individuals and through specific project plans. Tourism planning is a continuous dynamic process that must respond to markets, the financial community, environmental implications, and the needs of the travelling public. This Vancouver Island Tourism Region Development Plan is part of that process and has been prepared in accordance with the British Columbia Tourism Development Strategy.1)

1.2 Regional Setting

The Vancouver Island Tourism Region, an area of approximately 49,0002) sq. km in size, is located in the extreme southwest of British Columbia. The study area includes all of Vancouver Island and associated islands in the Strait of Georgia as well as a wilderness portion of the mainland stretching from Queen Charlotte Sound in the northwest, east to Mt. Silverthorne and Mt. Waddington, south along the ridge to Mount Pratt and Osmington, and then southeast to Cortes Island. The area is essentially similar to the Vancouver Island Resource Management Region but smaller than the addition of the major regional districts as most of the mainland portion of the Regional District of Comox Strathcona is excluded. The boundaries of the tourism region were determined as a result of the preparation of a British Columbia Tourism Development Strategy.[3)]

Just under 5% of the province's area and 17.6% of total population (1976 Census) are found within the study area. Greater Victoria, with a 1976 population of 187,500[4)] is the major tourist service and destination centre. Nanaimo, with 44,000[5)] persons is an important mid-island entry point and the second largest service centre. The closest major markets are the Greater Victoria area itself and the urban centres of the Lower Mainland (1,277,000)[6)] including Greater Vancouver, and metro Seattle, (1,427,000)[7)] which together have populations in excess of 2.8 million persons. These areas in themselves are international tourist destination areas and provide the gateways for a larger market for the Vancouver Island region. The north end of the Island and the mainland coast north of Vancouver is relatively sparsely populated and therefore provides only a limited market within the north end of the region.

The Vancouver Island Region contains Vancouver Island, the largest island off the west coast of North America; the Vancouver Island Mountains divide the Island east-west so that the east coast lowlands generally are more suitable for habitation and transportation corridors. The central section of the Island is dominated by mountains which rise to the 1,800-2,000 m level and fall westward to a deeply indented rocky fjord coastline, occasionally relieved by small beaches facing out to the Pacific Ocean. A similar fjord coastline and mountainous terrain is found in much of the mainland part of the region.

The major mode of access to Vancouver Island is by vehicle ferry8) from Greater Vancouver (Tsawwassen and Horseshoe Bay terminals) to Greater Victoria (Swartz Bay) and Nanaimo (Departure Bay). Vancouver Island is also linked at Comox to Powell River and at

Port Hardy, on the north end of the Island, to Prince Rupert. Ferry links also exist between Victoria and the U.S.A. centres of Seattle, Port Angeles and Anacortes.

The Victoria Airport on the Saanich Peninsula provides the major regional air access with direct service to Vancouver and Seattle. However, other points on Vancouver Island are better served from Vancouver than Victoria (e.g., direct flights to Nanaimo, Campbell River and Port Hardy). There are no direct international flights to Vancouver Island.

There is no passenger rail link from the mainland, but a modest level of passenger service exists from Victoria to Courtenay using the Esquimalt and Nanaimo Railway. On the Island, the main travel route is the Island Highway which runs from Victoria up the east coast and north to Port Hardy; the last 72.4 km[9] were completed in 1979, thus opening up the entire north end of the Island to the northwest of Kelsey Bay/Sayward, the previous terminus. There is limited access to isolated communities on the west coast, but no coastal highway; in addition, very few circle routes are now possible on the Island. Access to the mainland part of the region is primarily by float plane and private boat.

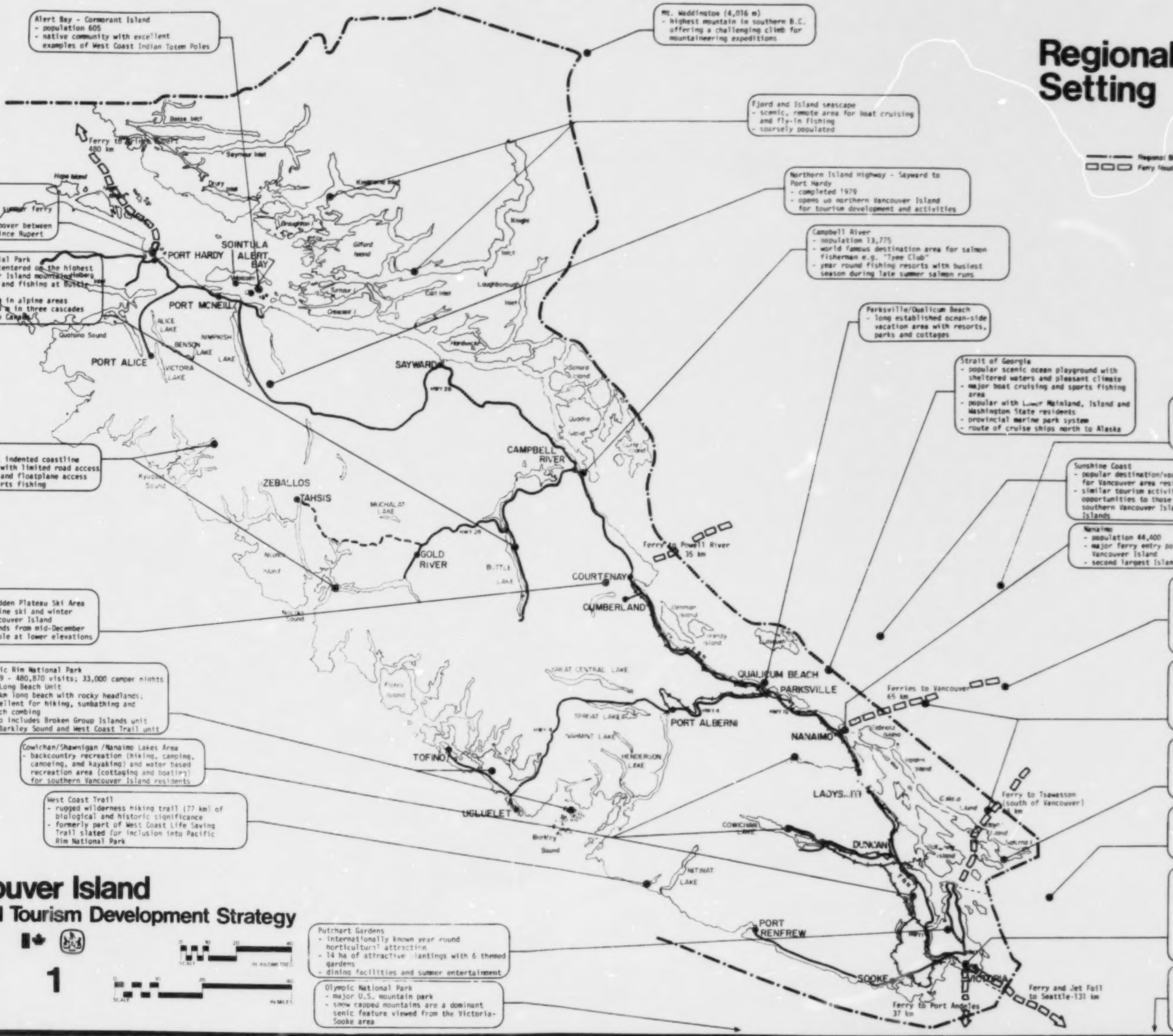
The key economic activities in the region are forestry, fishing, mining, agriculture, manufacturing especially forest related, service trades and tourism. The Victoria area is heavily reliant on tourism, as is the Qualicum Beach/Parksville area. Industrial development is strong in Port Alberni and Nanaimo, but natural resource development is the mainstay of most of the Island and related mainland. Commercial fishing is important at Port Alberni, the Tofino-Ucluelet area, Alert Bay and Comox while agricultural activities are most common in the Comox Valley, Cowichan Valley, Saanich Peninsula and parts of the Gulf Islands. Tourism is extremely visible in the Victoria area, there being a wide assortment of attractions, intended especially for tourists. Tourism is now a very noticeable summer employment generator in the Tofino-Ucluelet area but little permanent employment has as yet resulted because of the seasonality of visits. Similarly older tourism development is a major part of the Qualicum Beach/Parksville area.

Drawing No. 1, Regional Setting, identifies the various factors from outside the Region affecting the tourism potential of Vancouver Island. The southern part of the Region has ready access to the Vancouver-Seattle markets, which in turn receive many visitors drawn by Olympic National Park in Washington, the San Juan Islands or the Whistler ski area, north of Vancouver. The Strait of Georgia is an important cruising area for sail and power boats and is the route of several cruise ship lines heading north to Alaska, Victoria being a port of call for some. Through the ferry connections from Port Hardy north, the Island functions as a key component in a major province wide circle tour10) using both private vehicles and mass transportation systems. The Region itself has several strong drawing cards, in particular the City of Victoria known for its mild climate and architectural charm, Butchart Gardens, Pacific Rim National Park with its famed Long Beach and Tyee salmon fishing at Campbell River.

1.3 Current Tourism Development

The primary industries on Vancouver Island are forestry, mining and fishing. Although Victoria and the south end of Vancouver Island have received visitors for years, the northern part of the Island has just recently been opened up to tourism with the construction of the Island Highway (Highway 1) and the development of new B.C. ferry terminals.

Regional Setting


Regional Boundary
Ferry Routes
Ferry to Prince Rupert 480 km
Hope Island
Belize Inlet
Seymour Inlet
Drury Inlet
Kingcome Inlet
Knight Inlet
Broughton
Gilford Island
Turnour
Call Inlet
Cracroft I.
Loughborough Inlet
Hardwicke
Sonora Island
Quadra Island
Holberg Inlet
PORT HARDY
SOINTULA
ALERT BAY
Malcolm
PORT MCNEILL
Quatsino Sound
PORT ALICE
ALICE LAKE
BENSON LAKE
NIMPKISH LAKE
VICTORIA LAKE
SAYWARD
HWY 28
CAMPBELL RIVER
Kyuquot Sound
ZEBALLOS
TAHSIS
MUCHALAT LAKE
GOLD RIVER
BUTTLE LAKE
Nootka Sound
Ferry to Powell River 35 km
COURTENAY
CUMBERLAND
Denman Island
Hornby Island
QUALICUM BEACH
PARKSVILLE
GREAT CENTRAL LAKE
SPROAT LAKE
NAHMINT LAKE
HENDERSON LAKE
Flores Island
PORT ALBERNI
TOFINO
UCLUELET
Barkley Sound
COWICHAN LAKE
NITINAT LAKE
PORT RENFREW
Ferries to Vancouver 65 km
NANAIMO
Gabriola Island
Valdes Island
LADYSMITH
Galiano Island
Mayne Island
Saltspring Island
Saturna
Ferry to Tsawwassen (south of Vancouver)
DUNCAN
SOOKE
VICTORIA
Ferry to Port Angeles 37 km
Ferry and Jet Foil to Seattle-131 km

Alert Bay - Cormorant Island
- population 605
- native community with excellent examples of West Coast Indian Totem Poles

Mt. Waddington (4,016 m)
- highest mountain in southern B.C. offering a challenging climb for mountaineering expeditions

Fjord and Island seascape
- scenic, remote area for boat cruising and fly-in fishing
- sparsely populated

Port Hardy
- population 3,650
- main terminus of summer ferry to Prince Rupert
- winter ferry stopover between Vancouver and Prince Rupert

Northern Island Highway - Sayward to Port Hardy
- completed 1979
- opens up northern Vancouver Island for tourism development and activities

Strathcona Provincial Park
- 227,000 ha park centered on the highest part of Vancouver Island mountains
- camping, boating and fishing at Buttle Lake area
- wilderness hiking in alpine areas
- Della Falls - 440 m in three cascades is the highest in Canada

Campbell River
- population 13,775
- world famous destination area for salmon fisherman e.g. "Tyee Club"
- year round fishing resorts with busiest season during late summer salmon runs

Parksville/Qualicum Beach
- long established ocean-side vacation area with resorts, parks and cottages

Strait of Georgia
- popular scenic ocean playground with sheltered waters and pleasant climate
- major boat cruising and sports fishing area
- popular with Lower Mainland, Island and Washington State residents
- provincial marine park system
- route of cruise ships north to Alaska

Whistler
- developing international class ski resort and regional four-season vacation area
- major skiing area for southwestern B.C. residents

West Coast
- rugged windswept, indented coastline
- remote character with limited road access
- coastal cruising and floatplane access for saltwater sports fishing

Sunshine Coast
- popular destination/vacation area for Vancouver area residents
- similar tourism activities and opportunities to those of southern Vancouver Island and Gulf Islands

Nanaimo
- population 44,400
- major ferry entry point to Vancouver Island
- second largest Island city

Mt. Washington/Forbidden Plateau Ski Area
- major existing alpine ski and winter sports area on Vancouver Island
- winter season extends from mid-December to April but variable at lower elevations

Vancouver and Lower Mainland Region
- population 1,277,000
- major nearby urban market
- destination area for international, national and provincial tourists
- national and provincial gateway centre - air, rail, road, and ocean modes
- scheduled air and ferry links to Victoria

Pacific Rim National Park
- 1979 - 480,870 visits; 33,000 camper nights at Long Beach Unit
- 11 km long beach with rocky headlands; excellent for hiking, sunbathing and beach combing
- also includes Broken Group Islands unit in Barkley Sound and West Coast Trail unit

British Columbia Ferry System
- world's largest ferry system
- major mode of resident travel and appealing means of tourism travel

Cowichan/Shawnigan /Nanaimo Lakes Area
- backcountry recreation (hiking, camping, canoeing, and kayaking) and water based recreation area (cottaging and boating) for southern Vancouver Island residents

Gulf Islands
- scenic island grouping accessible by ferry system
- rural atmosphere, warm climate for marine and shore-based activities
- small scale resort development and many second homes

West Coast Trail
- rugged wilderness hiking trail (77 km) of biological and historic significance
- formerly part of West Coast Life Saving Trail slated for inclusion into Pacific Rim National Park

San Juan Islands
- part of Washington State
- popular U.S. vacation area
- similar in character to the Gulf Islands
- boat cruising, fishing and shore-based developments

Greater Victoria
- population 187,500
- provincial capital and year-round provincial tourism destination centre
- British architecture and urban character
- wide range of accommodations, restaurants, tourism theme attractions and amusements
- regional gateway for air, ferry and road transportation
- tourist service reaching saturation point during summer season

Butchart Gardens
- internationally known year round horticultural attraction
- 14 ha of attractive plantings with 6 themed gardens
- dining facilities and summer entertainment

Olympic National Park
- major U.S. mountain park
- snow capped mountains are a dominant senic feature viewed from the Victoria-Sooke area

Metro Seattle
- population 1,427,000
- nearest large U.S.A. market
- national and international gateway for air, ship, rail and road travellers
- linked to Victoria by scheduled ferry and air service

Vancouver Island
Regional Tourism Development Strategy

0
10
20
40
SCALE
IN KILOMETRES
0
10
20
40
SCALE
IN MILES

1

THIS IS A WORKING DRAWING AND THE INFORMATION PORTRAYED HEREON IS INTENDED TO ILLUSTRATE THE NATURE AND TYPE OF DATA EVALUATED AND DOES NOT NECESSARILY DISPLAY ALL INFORMATION AVAILABLE

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The forest industry is the Island's main employer, however, jobs are going to become more scarce as mechanization becomes more prevalent in the industry. Fishing is also important although fishermen have suggested that fish farming may cut into commercial fishing and harm their livelihood. Therefore tourism is seen by many as a prime untapped resource which will benefit the economy and create new employment opportunities. The public is especially becoming aware of the commercial potential of the open wilderness and untouched beauty of the north part of Vancouver Island.

The southern part of the Island has a limited economic base and some areas, like Victoria, depend heavily on tourism. In 1978, $108 million, a 15% increase from the previous year, was generated by tourism in the Capital Region. Victoria is a gateway to Vancouver Island and to the coastal waterways, and has a broad range of cultural and historic resources. North of Victoria, the Cowichan Valley is rich in native culture but is only modestly developed in terms of tourism. Access to the area, which contains a community centre with facilities for conferences and major live theatre (Duncan), a forest museum and an annual sailing regatta is good. The Gulf Islands to the east of Vancouver Island are developed very little at present, with about 40 places offering small scale tourist accommodation. While tourism could provide an economic base for the Islands, a very slow pace of development is desired.

Further north, Nanaimo, with its ferry service from Vancouver, is a major auto entry point onto the Island. With beaches and golf courses nearby, residents would like to increase the length of stay of visitors to the town. Tourism is quite important in the Parksville-Qualicum area. Most visitors come by car and many are "repeaters". Most of the accommodation in the area is in small establishments averaging less than 15 units, barely viable operations in today's competitive market. Many tourists with recreational vehicles are using Parksville as a semi-permanent base from which to tour the Island. The area has excellent fishing, diving and cruising opportunities. Port Alberni in the centre of the Island is currently modestly developed in terms of tourism. The main industries are logging, forest product manufacturing and fishing with port activities served by a deep water harbour. Local wages are very high, so most residents are not attracted to employment in the tourism sector. Port Alberni is en route to the Pacific Rim National Park with many tourists passing by the town on their way to the park. The designation of Pacific Rim Park has caused a tremendous increase in the number of tourists coming to Long Beach on the West Coast. This area contains good beaches accented by a rain forest setting. Unfortunately, local municipalities are finding it difficult to pay for the services and facilities which are needed to meet the demand of these large numbers of tourists.

In the Courtenay-Comox area, the north end of the Nanaimo/ Courtenay landscape unit, tourism is not overly developed but is growing; nearby is a small museum at Cumberland. To the east, Forbidden Plateau is an established alpine ski area with the new Mount Washington ski area in its first year of operation. A little further north is Campbell River, well-known for its salmon fishing, tourism is already an integral part of the local economy. Access to Strathcona Provincial Park is also from Campbell River. Opportunities for tourism development are felt to be plentiful, and Campbell River is also the regional distribution centre for many communities to the north and west. A wide range of accommodation is available and there is a high degree of private investment in the tourism industry. Until recently, tourism in Campbell River was high quality/low volume but this is rapidly changing.

The north end of Vancouver Island has experienced little tourism and is not prepared with accommodation and facilities, in part because the completion date of the Island Highway was uncertain.

Construction is now occurring in Port McNeill and Port Hardy. Nearby Alert Bay, a fishing port and home of the Quakwielth Band, has been used as a stop by cruise ships. In general, gradual, non-disruptive tourism development is desired.

1.4 Study Approach

Development of the Regional Tourism Plan for the Vancouver Island Region was undertaken by a multi-disciplinary team in accordance with the provincial and regional approach presented in the report, British Columbia Tourism Development Strategy. The work has been carried out under the Canada-British Columbia Travel Industry Development Subsidiary Agreement (October 1978) and the guidance of an Inter-Governmental Management Committee.

The regional plan recognizes the need for joint resource planning to enhance tourism development and has been prepared in the context of planning done by other provincial and federal agencies, particularly Parks and Outdoor Recreation, Fish and Wildlife, Tourism, Heritage Conservation, Forest Service, Transportation and Highways, Environment, Municipal Affairs, Fisheries and Oceans and Parks Canada.

In addition, regional and local governments, travel industry groups and special purpose organizations such as heritage societies, environmental groups or chambers of commerce were invited to present their ideas on the future of tourism within the region. This process added further insight into short and long range development opportunities and the social capability of the area to sustain more tourism activities/pressure.

In terms of methodology, the study relies primarily on secondary data and information provided by relevant agencies and individuals at the local, provincial and federal levels as well as new data developed through special studies carried out under the TIDSA program. These data sources have been augmented by field investigations, maps and aerial photo interpretation as well as interviews and contacts with private and public agencies involved in tourism. However, no original user surveys or biophysical data collection were carried out for this study, although the most recent visitor data[11)] and results[12)] of local consultation were also considered. All available regional district plans and special studies (recreation, economics) as well as selected municipal/local plans have been consulted.

An inventory and analysis was undertaken of the natural, physical, human and historical resources of the area to determine existing and potential opportunities for development. Visitor profiles were developed for the major tourism sectors and related to the supply of existing facilities, attractions, events and infrastructure. The natural, physical, human and historical resources were identified and evaluated on a landscape basis to determine the location of outstanding tourism resources. Tourism markets were examined to determine trends in tourism and recreation and the shortfall or over-supply of local and regional opportunities in specific destination areas and along major transportation corridors.

The final chapter in the report outlines the proposed conceptual plan for the Vancouver Island Region and its relationship to the Provincial Strategy, the development plan with specific proposals identified to meet market requirements and resource opportunities. In the development of the regional plan, a hierarchy was prepared to guide both the planning and evaluation of proposals on an area, corridor and nodal basis. It should be noted that the study concentrates on the general travelling public; convention trade has not been assessed.

FOOTNOTES:

1. Province of British Columbia Tourism Development Strategy, October 1979.

2. Based on the addition of areas of all regional districts (Mount Waddington, Comox-Strathcona, Nanaimo, Alberni-Clayoquot, Cowichan Valley and Capital Region) excluding Electoral Area J of R. D. of Comox-Strathcona: Ministry of Municipal Affairs, Statistics Relating to Regional and Municipal Governments in British Columbia, June 1979.

3. Op.Cit.

4. 1976 Census.

5. 1979 Census.

6. 1976 Census.

7. July 1977, U.S. Bureau of the Census.

8. The B.C. Ferry Corporation is one of the largest public ferry systems in the world with over four million passengers annually carried to Vancouver Island from British Columbia mainland.

9. Linking Sayward to Telegraph Cove and the previously paved highway to Port Hardy; the total distance between Kelsey Bay and Port Hardy is 128 kilometres.

10. The route connects Vancouver, Prince George, Prince Rupert, Port Hardy and Nanaimo/Victoria.

11. B.C. Research, Visitor Survey.

12. Tourism Forums held December, 1979.

2.0 VANCOUVER ISLAND REGION TOURISM RESOURCES

2.1 Approach to Tourism Resource Assessment

This chapter is concerned with describing and evaluating the natural, physical, human and historical/cultural resources of the Vancouver Island Tourism Region. In preparing a tourism plan it is important to identify the present levels of use and the potential attractiveness (quality) of the available resources so that decisions can be made whether to protect or further develop the various resources according to their carrying capacity (social as well as biophysical), the market opportunities and the objectives of the Province of British Columbia.

This chapter has been organized in a systematic manner to present a comprehensive overview of the natural conditions within the region while highlighting the major existing and potential tourism/recreational resources and features. After introducing the methodology used in the resource analysis, the chapter then continues with a description and evaluation of the significant natural, human, historical/cultural resources and the tourism infrastructure and concludes with a summary and assessment of the existing and potential tourism opportunities within the region.

In order to systematically inventory and assess the tourism and recreational resources, four categories of resources were established, namely: natural, physical, human and historical. The resources within each of these categories were described and then assessed on a landscape unit basis. For the purposes of this tourism plan, natural resources are defined as those parts of the landscape existing as a result of natural processes and include topographic-geologic features, climate, vegetation and fish and wildlife resources. Physical resources, on the other hand, are those constructed by man to provide the tourist with the necessary amenities (infrastructure) such as lodging, transportation services and recreational facilities. The lifestyles, crafts, popular events, sports and customs of the people of the province make up the human resources. Historical resources are those structures built and activities or events that took place in the past of historical or archaeological significance. These were the four major categories in the resource base inventory.

The inventory and assessment of the tourism and recreational resources involved four steps:

1. Identification of landscape/planning units within the region based on physiography, landscape character, water features and visual unity;

2. Inventory and analysis of all major tourism resources (natural, physical, human and historical);

3. Written descriptions or graphic presentation of all resources, features and attractions of value to tourism;

4. Evaluation of natural, physical, human and historical resources on the basis of landscape/planning units as well as individual travel corridors to assess existing levels of tourism use and development and to determine those areas with potential for tourism/recreational development use.

In order to undertake an assessment and comparison of the various resource categories, the four categories were further divided into several topic areas. For example, the natural resource category was divided into a geographical description of the major landform units, climate and vegetation, and the physical resources category was divided into recreational lands and facilities, transportation and accommodation. These divisions are discussed under each category and are included in an evaluation matrix at the end of the chapter.

This matrix lists vertically the tourism and recreation attractions and horizontally the landscape/planning units. This evaluation technique enables a summary and comparison of the relative abundance and an identification of the quality of various aspects of the natural, physical, human and historical resources within the landscape units, each of which occupies a distinct part of the Region.

2.2 Natural Tourism Resources

2.2.1 Introduction

The natural resources of the Region are the essential elements and the basic planning considerations that define type, location and scale of most tourism developments and activities. In this chapter, various components of the natural resource base, which includes physiographic landforms, water features, climate, vegetation, fish and wildlife resources are discussed in broad terms. Throughout the discussion, the importance of these facets to tourism and recreation development are highlighted.

The chapter concludes with a landscape inventory matrix (Figure 1) which graphically portrays the various resource components within the Region. The Region was divided into 13 landscape/planning units that reflect landform character, water features, visual unity and tourism development potential. The landscape/planning units are identified along the horizontal axis of the matrix and the various characteristics and features of importance to tourism/recreation planning are listed along the vertical axis. The presence of each characteristic, feature or condition is then indicated as a major, secondary, or minor occurrence within each landscape/planning unit. Those units with a large number and variety of features can be easily discerned by the symbols shown in the vertical column.

2.2.2 Geographical Description of Major Landform Units

The Vancouver Island Tourism Region contains parts of three major physiographic landform units: the Vancouver Island Mountains, a part of the Insular Mountains, comprising the largest part of the region; the Georgian Depression, a part of the Coastal Trough, forming a narrow strip of lowlands and islands on the east coast of Vancouver Island; and part of the Pacific Ranges landform of the Southern Coast Mountains comprising the mainland portion in the northern end of the region.

2.2.2.1 Vancouver Island Mountains

The Vancouver Island Mountains landform unit has been divided into seven landscape/planning units as shown in Drawing No.2. The mountainous spine of the Island from San Juan Ridge in the south-west to Quatsino Sound in the north consists of folded sedimentary and volcanic rocks with several granite intrusions. The formation was uplifted, then dissected by streams and modified by glaciers. The mountains are not as high as those on the mainland; however, glacial processes sculpted the high peaks, rounded the uplands (below 1,220 m) and deepened the valleys to produce some very rugged and scenic topography. The five highest peaks are located in the Strathcona Park unit and include the only mountains over 2,134 m (7,000 feet).

The most rugged areas of the Region lie between Nimpkish Lake in the north and Cowichan Lake in the south with maximum elevations decreasing to less than 1,525 m to the north and south of these lakes. It is only in the Strathcona Park unit that the mountains are high enough to retain a snow cover on a regular basis and permit commercial winter snow-based activities, e.g., skiing at Mount Washington and Forbidden Plateau. The mild character of the maritime climate generally does not allow the snow cover to persist with any predictability at elevations below 1,200 m.

Conspicuous landform features with intensive and extensive recreational capability and of interpretive interest include the fault line scarps (San Juan Ridge for example) and fault controlled valleys occupied by Cowichan Lake in the Cowichan/Nanaimo Lakes Upland unit, Loss and Bear Creeks in the Southwest Coast and Upland unit. The Southwest Coast and Upland unit contains the 72 km West Coast Trail and the Nitinat Triangle which are popular back-country recreation areas for hiking and canoeing. Both of these areas are currently being considered by the federal and provincial governments for inclusion within Pacific Rim National Park. The West Coast Trail in particular is a nationally significant recreational route because of biological and physical attributes (scenic and interesting coastal landforms, vegetation associations, shoreline fauna) as well as the historic attributes of this area known as the "Graveyard of the Pacific" because of the large number of shipwrecks along the coast.

The west coast of the Island is deeply furrowed, island dotted and indented, the product of intense valley glaciation that extended out from the central mountainous spine. The valley glaciers, many acting along fault lines, have produced numerous fjords which extend from 20 km to 30 km inland. They provide excellent harbours of refuge for recreational craft from the frequent storms that occur along this coastline. The longest of these fjords is Alberni Inlet which reaches over 50 km inland from Barkley Sound to Port Alberni, 80% of the width of Vancouver Island. This fjord and the surrounding backshore uplands is the basis for the Alberni Inlet unit. This unit also contains the Broken Islands Group of Pacific Rim National Park, an increasingly popular vacation area. Alberni Inlet and Barkley Sound form the greatest body of protected waters to be found along the west coast of the Island, where excellent boating and saltwater fishing can be enjoyed.

The rugged fjord coast between Clayoquot Sound and Quatsino Sound is the basis for the Kyuquot/Nootka Inlets landscape/planning unit. The unit has a narrow coastal plain, from 1.5 to 3 km wide, is flat in some places and uneven in others with bluffs and knolls. The variety of rugged fjord landscapes with several kilometres of rocky, windswept shoreline seen against the backdrop of the craggy mountains provides considerable visual appeal. Erosion and wave action over long periods of time have created isolated sand beaches, e.g. on Nootka Island and from Rugged Point to Bajo Point, separated by dramatic headlands carved into striking rock features.

Many of the small communities along the coast are only accessible by float plane or boat and as a result can offer a unique and remote experience to recreationists and sportsmen. Saltwater fishing for coho, Chinook and pink salmon are attractive to many sportsmen along most of the coast while the streams contain coastal cutthroat and rainbow trout. The road from Campbell River to Gold River, a logging and pulp mill town, has recently been upgraded and as a result, growing numbers of adventurous tourists from the Island and Lower Mainland are using the area for activities such as coastal cruising and skin diving in the cold but crystal clear waters and spelunking in the numerous limestone caves and caverns that are being discovered. Additional features of interest include sea bird rookeries and the hot springs (50°C) of Maquinna Provincial Park at Hot Springs Cove and the warm springs (25°C) of Gibson Marine Provincial Park on Flores Island.

The Long Beach section of Pacific Rim National Park and the inland areas south of Strathcona Provincial Park, including Highway 4 access corridor, provide the basis for the Pacific Rim/Highway 4 corridor landscape/planning unit. The 11 km stretch of sand beach and occasional rocky points is the only extensive area of sand beach on the west coast of the Island and one of the few areas on British Columbia's coast where tourists can come in direct contact with the full magnificance of the open Pacific Coast.

The beach is a product of winds, waves and currents that elsewhere along the unprotected areas of the coast is an erosive force that carries away unconsolidated material. Numerous areas of the Vancouver Island shoreline with its tidal pools, sea caves and surfswept rocks are capable of providing many hours of fascinating observation of the variety of sea life inhabiting the intertidal zone, e.g., shorebirds, starfish, hermit crabs, sponges, sculpins, anemones, etc. Long Beach is one of the most popular places for beachcombing by Island residents and tourists alike. Petroglyph carvings and Indian village ruins are found near Schooner Cove. In the protected area of the Cove, water temperatures warm considerably during the summer months, offering some of the finest swimming and surfing to be found on the west coast of the Island.

The inland section of the unit is characterized by several large lakes including Kennedy (Vancouver Island's largest lake), Great Central, Sproat, Nahmint and Henderson Lakes that support an important sport fishery and have good recreational boating opportunities. These lakes are generally very scenic, however the backshore zone is characteristically steep and provides limited areas for camping and cottaging and those areas that are suitable for development have largely been taken up by area residents. Mt. Arrowsmith, 1,817 m, presently being developed for skiing, offers a pleasant climb and views of the Alberni Inlet and valley, island and mainland terrain. In addition, Stamp Falls Provincial Park has a fish ladder and fall salmon run, nature walks, camping and picnicking. Just off the Highway is the world-famous "Cathedral Grove", a virgin preserve of the coastal rainforest with huge Douglas fir and western hemlock. The ocean beaches, forests, lakes and rugged uplands of the unit provide an excellent variety of intensive and extensive land and water-based tourism opportunities. However, much of the visual appeal along the Highway 4 corridor has been lost due to logging operations.

The main constraints to increased levels of tourism use on the west coast of Vancouver Island are the limited means of access, the lack of commercial accommodation and services and somewhat inclement summer climate with frequent cool temperatures, wind, rain and fog.

The Strathcona Park landscape/planning unit contains the core of the mountainous spine of the Island. This unit has the highest peaks and includes the only mountains over 2,134 m (7,000 feet): Golden Hinde - 2,200 m, Elkhorn Mountain - 2,195 m, Victoria Peak - 2,163 m, and Mount Colonel Foster - 2,134 m, the greatest relief (1,800 m between Buttle Lake and Mt. Albert Edward) and the most rugged topography on Vancouver Island. The Park itself is 227,000 hectares in size and despite past logging and present mining activities within the park there are vast areas (122,500 hectares) for wilderness camping, hiking, mountaineering, wildlife viewing and fishing in the three nature conservancy areas.

There are two developed campgrounds beside Buttle Lake, a reservoir that is used for boating and fishing despite the dangers of deadheads and sudden severe storms. Other attractions in the Park include wildflower covered alpine meadows, glaciers, Della Falls - the highest falls in Canada with a drop of 440 m in three cascades and the Forbidden Plateau ski area on Mt. Becher (1,383 m). Also within the northern half of the unit but outside the Park are more mountainous forest lands with many rivers and lakes made accessible by forest access roads and used extensively for fishing, canoeing and hunting. Schoen Lake Provincial Park is a 8,170 ha wilderness area surrounding Schoen Lake.

The Cowichan/Nanaimo Lakes Upland unit is a heavily glaciated and dissected plateau with maximum elevations of 1,575 metres at Mount McQuillan and 1,541 metres at Mount Whymper rising above the lake and river valleys. The unit has been cut over in past decades and the network of logging roads provide access to most of the unit which is the most popular backcountry recreation area for the residents of the southern part of Vancouver Island, largely utilizing forest service recreation sites. The Cowichan River is a popular kayaking, hiking and fishing area for 40 km of its length and the Nanaimo River is a popular kayaking route (25 km). Cowichan Lake is a popular camping, boating and fishing area with increasing cottage development occurring on the eastern half of the lake. Along the highway from Duncan to Cowichan Lake, the Cowichan Valley Demonstration Forest has been established. The objective is to manage the forest along the highway to maintain aesthetic values and to provide a forest that is an outdoor classroom of forest management practices to complement the historical education facilities and services provided by the B.C. Forest Museum at Duncan.

2.2.2.2 Southern Coast Mountains/Fjords

The three most northerly units of the Region are part of the mainland maze of inlets, islands and channel extensions of the fjord systems which extend from the valleys of the Southern Coast Mountains. The seaward portions of the Seymour Inlet unit and the Knight/Kingcome Inlets unit are part of the Coastal Lowlands while the landward areas are part of the Coast Mountains. However, for the purposes of this study they are considered to be parts of the same unit due to the unity and prominence provided by the fjord land and water form. The unit is inaccessible except by boat or float plane with virtually no developed tourism amenities except for remote fishing camps and logging camps. The shoreline is generally rocky and rugged with the heavily forested fjord slopes and islands providing impressive scenic grandeur. Extensive water-based activities especially boating, fishing and scenic viewing, are the most appropriate activities.

The Mount Waddington landscape/planning unit is part of the Pacific Ranges of the Southern Coast Mountains and contains some of the highest elevations in southern British Columbia (4,016 m at Mount Waddington, 2,748 m at Jubilee Mountain and 2,347 m at Fang Peak).

The high elevations are blanketed in massive icefields. This unit is inaccessible and the typical heavy cloudcover and frequent precipitation (upwards of 250 cm per year) limit the appeal of the area to fly-in fishing, hunting parties and mountain climbing expeditions.

2.2.2.3 Coastal Trough

The northern tip, the east coast and the southern tip of Vancouver Island are quite different in character from the remainder of the Island. These areas form part of the Georgia Depression portion of the Coastal Trough consisting of coastal lowlands, peninsulas and numerous islands dotting the Queen Charlotte, Johnstone, Georgia and Juan de Fuca Straits. This physiographic landform has been divided into five landscape/planning units.

The Cape Scott/Port Hardy unit is situated below the 610 m (2,000 feet) contour except for several isolated bedrock knobs (Mount Byng - 709 metres, Mount Shushartie - 636 m, Mount Brandes - 625 m) and generally may be characterized as an area of low relief. The unit was largely an area of glacial abrasion as evidenced by numerous roches mountonnees that dot the landscape. The west shore is rocky and indented while the Queen Charlotte Strait coastline is smooth with numerous islands. The unit has been recently linked by road to the remainder of the Island. However, it is a windy, cloudy and rainy part of the Island (375 to 500 cm annual precipitation) which limits tourism activities to extensive recreation, nature appreciation and fishing. The focus for these activities is Cape Scott Provincial Park, a 14,880 hectare rugged coastal wilderness with 41 km of rock promontories and headlands interspersed with 23 km of sand beaches. The Scott Islands located off the northwest tip contain some excellent seabird colonies.

The Alert Bay/Tsitika unit directly to the south of the previous unit is physiographically part of the Vancouver Island Mountains but is included in this section because of its strong orientation to the east coast of the Island since the completion of the Island Highway. The topography is rugged, relief is considerable (1,000 to 1,400 m near Nimpkish Lake and Schoen Lake). Glaciation and river erosion has created many steep walled valleys, several occupied by scenic lakes (Nimpkish, Tsitika) that are attractive areas for boating, canoeing, hiking and fishing. Human attractions include the small sawmill village of Telegraph Cove with buildings on stilts and the Quakwielth Indian settlement (Village of Alert Bay) on Cormorant Island.

The remaining three landscape/planning units on the east coast of the Island are part of the Nanaimo Lowland section of the Coastal Trough. They are separated on the basis of their existing tourism focus. The Lowland consists of a series of low, wooded, cuesta-like ridges separated by narrow valleys. The relief is minor due to a combination of glacial erosion and deposition of a mantle of glacial and fluvio-glacial materials. The major topographic features are several box canyons on the lower courses of streams, e.g. Nanaimo, Englishman, Qualicum and Puntledge Rivers. The Lowland provides a pleasant pastoral setting surrounded by visually appealing landscapes with the forested uplands and mountains rising abruptly on the west and the scenic shoreline of the island dotted Strait of Georgia against the backdrop of the Coast Mountains to the east.

The Campbell River/Discovery Passage unit consists of the coastal lowland on both sides of the Passage and numerous islands. High areas on Sonora, Quadra, Hardwicke and East Thurlow Islands rise as monadnocks (residual hills) 450 to 600 m above sea level. It is a popular area for ocean-based recreation with several marine parks on the numerous islands, e.g. Rebecca Spit, including Mitlenatch Island Nature Park, Mansons Landing, Thurston Bay and Octopus Islands Marine Park, a popular area for scuba diving in these exceptionally clear waters. Most of the tourism activity is focused on the islands as they have higher shoreline recreation capability than the shorelands associated with the lakes and reservoirs on the main Island, e.g. sand beaches on Herrando, Harwood and Savary Islands.

The reservoir of the Campbell Lakes to the west of the town of Campbell River is a locally popular canoeing area. White River located near Sayward is also a popular location for canoeing, hiking and fishing. Campbell River is one of the world renowned areas for salmon fishermen each fall as the fish (especially trophy Chinook, called tyee) gather for their spawning runs. Ocean fishing for Chinook, coho and pink salmon is carried on virtually year-round while rainbow, coastal cutthroat and steelhead angling occurs during the spring and summer in freshwater. The Salmon River valley also contains the largest populations of Roosevelt elk remaining on the Island as well as important black-tail deer populations. Elk Falls Provincial Park provides camping and views of a spectacular falls and Morton Lake Provincial Park provides camping, fishing, boating and freshwater swimming in the midst of the Sayward Forest.

The Nanaimo-Courtenay Coastal Lowland unit has the typical subdued ridge and valley topography. Like the Campbell River/ Discovery Passage unit to the north, most tourism activity is centred on the high capability shoreline areas of the Strait of Georgia. Lasqueti, Denman, Hornby and Gabriola Islands are popular holiday spots for boaters and yachtsmen as are the marine parks located at Fillongley, Newcastle Island and Gabriola Sands. Miracle Beach, Rathtrevor Beach and Qualicum Beach provide some of the most popular swimming, bathing and camping opportunities on the Island.

Inland features of interest occur at Little Qualicum Falls Provincial Park, Englishman River Provincial Park (waterfall), Horne Lake Caves Provincial Park (limestone caves) and Petroglyph Provincial Park (Indian rock carvings). Oyster and clam digging are carried on in many areas of tidal flats while seasonal stopovers of large numbers of migrating waterfowl are also of considerable interest.

The Victoria/Duncan/Gulf Islands unit is the major focal point for tourism development in the region and attracts regional, provincial, domestic, American and overseas visitors. While most domestic and international tourism is focused on the man-made attractions of the capital region many visitors travel to this area because of the wide variety of water-based activities and attractions provided by the coast, river valleys and especially the Gulf Islands resorts and marine parks. The mixture of rugged landscapes (the Malahat), pastoral landscapes (the Saanich Peninsula), scenic shorelines and island dotted seascapes (the Gulf Islands) with excellent boat cruising and interesting cultural landscapes all with a warm, dry sunny climate makes it one of the most appealing areas of the province.

2.2.3 General Climatic Characteristics

Almost the entire Region is within the Marine West Coast climatic zone with mild wet winters and warm, often rainy summers. The western two-thirds of Vancouver Island and the mainland portion of the region are in the direct path of Pacific air streams that release their moisture as they rise over the mountainous landscape. The cloud cover is often persistent and heavy and sometimes prolonged rain falls with the passage of these air masses. Precipitation is over 250 cm through most of the Region and over 350 cm at elevations above 1,500 m with most occurring as rain during the winter months. At Henderson Lake and Ucluelet, daily totals as great as 42.2 and 49 cm in the form of rainfall have been recorded. Two-thirds of the month of January and one-third of the month of July have measurable precipitation with the autumn months usually the driest. The Pacific Ocean moderates temperatures at low and middle elevations which are generally neither very warm (14°C to 16°C July daily mean) nor very cold (0°C to 5°C January daily mean).

These conditions are often inhibiting factors in pursuing outdoor recreation/tourism activities.

For the entire Region below 800 m, winter temperatures are rarely low enough to permit snow cover to persist long enough for the development of commercial winter recreation activities such as skiing or snowmobiling (Table 1). For example, none of the centres of Alert Bay, Comox, Nanaimo, Port Hardy, Tofino or Victoria average more than 25 days each winter with snow depths greater than 2.5 cm. It is only at elevations above 800 m that the snow accumulations are sufficiently deep to enable winter sports and only above 1,200 m does the snow cover persist for more than three months. Thus, many of the ski areas have problems with an adequate length of season due to the lack of a predictable and reliable snow cover.

The west coast of the Island with its beaches and sea coast and the central part of the Island with its large lakes (e.g. Sproat, Cameron, Cowichan and Schoen Lakes) have significant appeal for water-based recreation. However, the summer season temperatures are typically rather cool (even though daily maximum temperatures are often very warm); cloudy and rainy periods are not infrequent and can be occasionally prolonged. The coastal areas in particular can be quite stormy. Thus, the inclement weather and cool water temperatures of the west coast are a constraining factor to visitor satisfaction and general perceptions of the Island's climate.

The eastern side of the Island south from Sayward and the Strait of Georgia have a considerably modified form of marine climate since they are in the lee of the Vancouver Island Ranges which causes a weak rainshadow. Average rainfall decreases to about 100 to 150 cm per year, July mean temperatures are 18°C and persistent cloudy and rainy conditions are much less prevalent. The favourable and long summer season coupled with high boating and shoreline capability makes the coastal lowland portion of the region an important part of the province's ocean playground (Table 2).

TABLE 1

WINTER TOURISM SEASON FOR SELECTED CENTRES

WINTER SEASON

Location	Winter Begins	Deep Winter Begins	Deep Winter Ends	Winter Ends	Season Duration	
					Winter	Deep Winter
Alert Bay	Dec.27	*	*	Jan. 28	33	*
Campbell River	Nov.16	*	*	March 4	103	*
Port Alberni	Nov.14	Jan. 1	Jan. 4	March 5	112	4
Comox	Dec.15	*	*	March 3	79	*
Cortes Island	Dec.27	*	*	Jan. 30	35	*
Cowichan Lake	Dec. 4	*	*	March 5	92	*
Nanaimo	Dec.18	*	*	Feb. 2	47	*
Port Hardy	Dec.16	*	*	March 5	113	*
Saltspring Island	Dec.27	*	*	Jan. 31	36	*
Tofino	Dec.28	*	*	Jan. 30	34	*
Victoria	Dec.28	*	*	Jan. 31	35	*
	(daily average mean temp. falls below 0°C the first time)	(daily average mean mean temp. continuously below 0°C)		(daily average mean temp below 0°C for the last time)		

(* Season does not occur)

Source: Climatic Suitability for Recreation in British Columbia, R.C. Bennet, Resource Analysis Branch, Ministry of Environment, Victoria, 1977.

TABLE 2

SUMMER TOURISM SEASON FOR SELECTED CENTRES

SUMMER SEASON

Location	Summer Begins	High Summer Begins	High Summer Ends	Summer Ends	Season Duration	
					Summer	High Summer
Alert Bay	May 12	*	*	Sept.27	139	*
Campbell River	May 3	June 27	Sept.13	Oct. 3	154	79
Port Alberni	April 10	May 17	Sept.25	Oct.11	185	132
Comox	May 3	May 29	Sept.14	Oct. 2	153	109
Cortes Island	May 4	June 27	Sept.17	Sept.29	149	83
Cowichan Lake	April 28	June 28	Sept.27	Oct. 8	164	92
Nanaimo	May 2	May 16	Sept.25	Oct. 11	163	133
Port Hardy	May 18	*	*	Sept.21	127	*
Saltspring Island	May 2	June 1	Sept.25	Oct. 11	163	117
Tofino	May 17	*	*	Oct. 8	145	*
Victoria	May 2	June 1	Sept.16	Oct. 10	162	108
	(daily average maximum temp. exceeds 18°C for the first time)	(daily average temperature continuously above 18°C)		(daily average maximum temp. falls below 18°C for the last time)		

(* Season does not occur)

Source: Climatic Suitability for Recreation in British Columbia, R. C. Bennet, Resource Analysis Branch, Ministry of Environment, Victoria, 1977.

The finest climate for tourism activities in the entire Region occurs in the Victoria/Duncan/Gulf Islands unit. This area is situated in the rainshadow of the Olympic Mountains and bears the closest resemblance to a Mediterranean type of climate in Canada. Rain is confined almost entirely to the winter season, temperatures rarely drop below freezing and summers are sunny and often very hot. Annual precipitation is only 50 to 100 cm and the warm weather season is very long, often beginning in mid-April and lasting into October. The climate of the Saanich Peninsula, the Gulf Islands and Victoria with its long, warm summers and mild winters makes it a popular year-round holiday area.

2.2.4 Vegetation

The abundant precipitation and moderate temperatures have permitted the development of the famous Pacific Coast rainforest with huge, long-lived trees. In most parts of the world a tree is tall at 30 m, but in mature Pacific rainforests the trees average 61 m and the giants are over 90 m.

Most of the Island and mainland portions of the region are occupied by the Coastal Western Hemlock Zone and elevations above 1,050 m are occupied by the Mountain Hemlock Zone. The Coastal Douglas Fir Zone occurs only along the east coast of the Island from Campbell River to Victoria, in the rainshadow of the Vancouver Island and Olympic Mountains. Stands are typically dense and productive and have been subject to intense logging activities for many decades.

The most characteristic plant associations of the Coastal Western Hemlock Zone are hemlock-moss communities. In the drier subzone Douglas fir is a common successional species to the climax western hemlock. In the wetter subzone Pacific silver fir is very common on mesic sites along with the dominant western hemlock.

Plant communities within the Coastal Western Hemlock Zone vary with local topography and slope position. Rock outcrops and areas with well-drained shallow soils, particularly those with southerly aspects, commonly support Douglas fir and an understory of salal with a carpet of mosses and lichens. Depressional areas and lower slopes where there is permanent seepage water, maintain a mixed forest of western hemlock and western red cedar with a vigorous understory of ferns. These provide appealing, if somewhat damp, areas for hiking with considerable interpretive interest once a trail is cleared through the characteristically dense understory.

In the fog belt zone immediately adjacent to the coast where ocean surf sends clouds of salty spray inland, the Sitka spruce is the dominant species and the only tree that can survive these maritime conditions. This tree species which occupies a narrow strip along parts of the west coast of Vancouver Island, can be easily observed at Pacific Rim National Park.

The Coastal Douglas Fir Zone ranges in elevation from sea level to 450 m on the east coast of Vancouver Island and from sea level to 150 m on the mainland and Gulf Islands. In the driest parts of the zone (60 to 75 cm of rain/annum) where the rainshadow effects are strongest and the soils are rich, the rare Garry Oak is found with prairie-like groundcover species and the arbutus is present in dry rocky sites. These species provide a unique and interesting landscape type in the coastal area with considerable visual and interpretive appeal.

In the wetter part of the zone 75 to 90 cm of rain/annum), Douglas fir is the dominant species with western red cedar, western hemlock and Grand fir also common. Salal dominates the shrub layer often making ground travel exceedingly difficult. These low elevation forests are close to the major urban centres of the Island and are popular areas for hiking. The lush growth in the cathedral-like forests have considerable interpretive potential for those tourists interested in the natural environment.

Mature, huge-treed rain forest did not cover all the coastal region when it was first settled by Europeans as its development required several centuries without fire. Nevertheless, it was widespread in the wet lowlands by the Pacific and thus, was readily accessible to loggers. As a result, practically all the primeval rain forest is gone today except for a few parks and reserves. On Vancouver Island there are examples of these big trees in Goldstream and other parks near Victoria. Goldstream Provincial Park has several splendid 500 year old red cedars; however, they are remnants and not in their genuine rain forest setting.

The best examples of readily accessible virgin rain forest (north of the redwood and sequoia groves in California and Washington State's Olympic National Park) are also found in several parks in this Region. Pacific Rim National Park, Elk Falls and Strathcona Provincial Parks have good virgin or "near-virgin" rain forest stands. However, the jewel of British Columbia's rain forest preserves is MacMillan Provincial Nature Park, 134 hectares, 34 kilometres west of Parksville along Highway 4 to Port Alberni which contains Cathedral Grove. It is one of the most impressive remnants of virgin Canadian forests. Most of the biggest trees are Douglas fir with some Grand fir and a few red cedars. There are two main age classes of trees - 800 year old and 300 year old, the younger trees regenerating after the forest was partially opened by fire. The tallest measured tree is 83 metres (275 feet) the equivalent of a 23 storey building. British Columbia's tallest Douglas fir is 93 metres (305 feet) located in an inaccessible south-eastern corner of Strathcona Park. The occasional western red cedar can equal the biggest Douglas fir in diameter but not in height. Maximum heights are around 70 metres (230 feet). The oldest trees (cedar and fir) are estimated to be between 1,200 and 1,500 years old.

The remnant mature forests and the interest in pioneer methods of logging in the early years of the industry have proved to be an important attraction for visitors to the region. A good place to view the historical features is at the British Columbia Forest Museum near Duncan, complemented by the Cowichan Valley Demonstration Forest.

The coastal rainforest, especially the Douglas fir, has been the mainstay of the British Columbia forest industry and Vancouver Island has been subject to intense logging pressures for many decades. Since 1968, the Douglas fir harvest has declined in importance when logging rates outstripped the regenerative capacity of the forests. Emphasis has shifted to other rainforest species such as hemlock, spruce and cedar. There are several landscape/planning units with land use conflicts between logging activity and tourism and recreation - accessible and highly productive forests are being harvested in areas with high levels of local resident recreation and non-resident tourism use. An example of the problem is the visual impact of clear-cutting of mountain slopes in areas of high tourism traffic and use such as along Highway 4 (originally a logging road) between Port Alberni and Pacific Rim National Park. Another problem is the loss of wildlife habitat, especially mature lowland forests which act as critical winter range for blacktail deer and Roosevelt elk. Careless logging practices have also damaged fish habitat resulting in a noticeable decline in sport fish stocks. This situation underscores the need for greater inter-agency co-operation in the use of the province's various natural resources.

2.2.5 Sport Fishery Resources

This Pacific Coast region has a considerable variety of freshwater and saltwater sport fish which annually attract large numbers of regional, Lower Mainland and American (largely from Washington State) anglers. Of the estimated 1.5 million salmon taken by sport fishermen, 80% are caught in and around the Strait of Georgia which supports the famous fishing resorts of the Campbell River and Gulf Islands areas. The salmon (and to a much lesser extent the freshwater trout) sport fishery also supplies the basis for several fishing lodges on the west coast of the Island and in the mainland portion of the region.

By far the most popular sport fish are the various species of salmon (Oncorhynchus). Pink and chum salmon are found in major and many small streams of the coast and spawn only a short distance upstream. Sockeye, the most prized commercial species are generally found ascending rivers and streams with lakes. Coho are found in almost all coastal streams. They are the second most important commercial fish in coastal waters and are also one of the most popular sport fish as they will strike at spoons and flys. Chinook (spring salmon) ascend the larger streams and their larger tributaries and are an important food and sport fish. They are spectacular fighters and trophy sized chinook constitute the basis for the world famous "Tyee Club" fishing at Campbell River. Most salmon fishing occurs in tidal waters during spring, summer and fall (it is generally illegal to catch and keep pink, chum and sockeye in non-tidal waters).

In addition to salmon, the ocean waters of the region also have very good fishing for groundfish (lingcod, sole, flounder) and various species of rock fish (grouper, sea bass) that could be quite successfully used by fishermen. A marketing effort could be developed as the potential is quite good and could help take the pressure off the salmon populations.

The freshwater sport fish species are the rainbow and cutthroat trout which have anadromous (part of the adult life cycle spent in the sea) and non-anadromous populations. The sea-run populations are generally more numerous and with larger individuals than the freshwater populations because, like most of the mountainous coast of British Columbia, the high rainfall and insoluble rock of Vancouver Island combine to produce water with very low biological productivity. Thus, the migratory fish species are well suited to the opportunities and constraints of the natural aquatic systems.

The steelhead (the sea-run rainbow trout) are much sought after because of their size (3 to 10 kg) and fighting ability. Most steelhead populations declined dramatically between 1960 and 1975 because of a combination of overfishing and environmental disruption (habitat loss from dams, pollution, logging and road building). The efforts of the provincial government as part of the 15 to 20 year Salmonoid Enhancement Program are focused on returning sea-run trout populations to traditional levels by means of natural stream improvement, stream barrier removal (logging debris), and the development of incubation boxes, rearing channels and ponds, spawning channels and hatcheries. The federal Department of Fisheries and Oceans is responsible for accomplishing the same result with the Pacific Salmon.

Vancouver Island contains approximately 40% of the province's 270 recorded steelhead producing streams and accounts for 35% to 40% of the provincial catch. The region still provides reasonable steelhead fishing in most streams, e.g. Stamp, Sarita, Nahmine, Gold, Gordon and San Juan rivers on the west coast and the Cowichan, Nanaimo, Englishman, Little Qualicum, Qualicum, Oyster, Quinsam, Campbell, Tsitika and Salmon rivers on the east coast. The rainbow trout occur in the larger lakes (and their tributaries) of the Region such as Nanaimo, Great Central, Horne, Kennedy and Campbell. Small lakes at higher elevations may also contain rainbow and the Upper Cowichan River has good fly fishing for rainbow.

The coastal cutthroat is not as large as the steelhead (it will attain 2 kg) but it too has sea-run populations. They do not appear to move far from fresh water, moving in and out of river and stream mouths and estuaries. Their numbers too have been severely reduced in recent years. Most angling for coastal cutthroat is done in estuaries although the larger lakes such as the Nimpkish, Campbell, Buttle, Sproat, Great Central and Cowichan produce some larger fish. Dolly Varden inhabit a few of the rivers and lakes (Comox, Buttle and Upper Campbell) with good sea-run populations occurring in north Island streams.

Several introduced species attract some angling interest as well. Eastern Brook trout were established in the upper Cowichan River system and in Spectacle, Somenos and Round Lakes. Brown trout were introduced into the Cowichan and Little Qualicum Rivers and Cameron Lake and Niagara Creek. The smallmouth bass, a warm water fish, was introduced into several small lakes in southern Vancouver Island: Elk-Beaver near Victoria, Spider Lake north of Nanaimo and St. Mary Lake on Saltspring Island. It is a good sport fish for these limited areas, especially in the hot summer months. The Cowichan system assumes particular importance for regional residents as it has one of the few remaining good fisheries habitats in the settled part of the Island that supports a wide variety of desirable species. Rainbow, cutthroat and Dolly Varden are present in the lake while the river supports steelhead, brown and brook trout as well as some limited salmon runs.

Projects of the Salmonoid Enhancement Program in Vancouver Island may be of interpretive interest to visitors who wish to learn about the salmon and sea-run trout life-cycle. Hopefully this program will insure that the sport fishery will be able to sustain the continuing pressures being placed on it from a variety of human activities including growing angling pressures, stream and river habitat destruction from logging and road building, industrial/ domestic pollution and estuary alteration. There are some who believe the program will never achieve its goal of increasing fish to pre-1900 levels due to continued habitat loss and the best that can be expected is to offset the losses and maintain the status quo. Obviously there is a definite need for greater incorporation of sport fishery management requirements into various land use and resource development activities if this resource is to be properly protected and at the same time maintained as an important tourism attraction.

The Big Qualicum River north-west of Parksville has spawning channels for chum, coho and chinook salmon and a steelhead hatchery. Hatcheries for coho, chinook and steelhead are in operation on Robertson Creek near Port Alberni, Quinsam River (near Campbell River) and Puntledge River (near Courtenay) and for chum and chinook on the Nitinat River. Japanese style hatcheries for chum salmon are located on Thornton and Rosewall Creeks (between Parksville and Courtenay) and the Cowichan River (near Duncan). Lake enrichment, which increases phyto and zooplankton growth and thus food for young Sockeye salmon, is carried on in Great Central and Henderson Lakes west of Port Alberni, Hobiton Lake near Bamfield and Mohun Lake near Campbell River. All these projects are aimed at increasing the survival rate of eggs and young fish and thus boosting the numbers that will reach the ocean in a healthy condition and subsequently the number that will survive to maturity and be caught by commercial and sport fishermen.

Statistics have shown that the Vancouver Island Region is of great importance to the province's sport fishery due to accessibility, proximity to major population centres, the existing tourism service infrastructure and the appeal of the natural surroundings. In 1975, when the last survey was conducted,1) 30% of the provincial total of saltwater anglers were from the Vancouver Island Region. However, 49% of the total angler effort was expended in the region mainly due to the presence of large numbers of fishermen from the lower mainland accounting for 48.3% (800,800 fish) of the saltwater catch, the main species being chinook, coho, pink, and lingcod. Thus, it can be seen that this Pacific region is a focus of considerable angling activity and accounts for major expenditures by resident and visiting fishermen estimated at $13,276,000^{2)} in 1975.

For freshwater fishing the Region has 12% of the licenses (33,000), 10.5% of the total provincial fishing effort but only 9% of the catch. This can be accounted for by the low productivity of the Region's lakes and rivers and because of the stronger attraction of tidal fishing.

The provincial sport fishery has shown a marked decline between the two survey years 1969 and 1975. Although total angler days increased 44% from 3.2 million to 4.6 million, the number of fish caught declined by 19% from 8.6 million to 7 million. With declining success rates, it is likely that the popularity of sport fishing by resident and non-resident anglers will also decline, which will inevitable affect the tourism industry of the province (and thus employment and income levels of many people) and of the Vancouver Island Region, in particular. The Salmonoid Enhancement Program will alleviate some of the decline but if fish stocks are to remain at levels that can support future angling pressures, increased management effort will be required to ensure that critical spawning, rearing and migratory areas are not disrupted and that further habitat losses do not occur during resource extraction and development activities.

2.2.6 Wildlife Resources

The range of habitats in the forested mountains, uplands, lowlands and coastal areas provide an interesting and distinct range of animal populations. Because the Island was completely covered by glacial ice during the Pleistocene era and the slow process of animal re-colonization, there are only 27 species of land mammals on Vancouver Island while there are 48 species on the mainland. Many of them are distinct on a subspecific basis from their mainland relatives. Those animals not found on the Island include moles, varying hares, pika, chipmunk, Douglas squirrels, bushy-tailed woodrat, jumping mice, porcupines, skunks, grizzly bears, moose and bobcats. The resident species have adapted their behaviour to fill the habitats left unoccupied and have thus expanded their ecological niches. The only species unique to the Island is the Vancouver Island marmot which inhabits meadows in the alpine and subalpine zones in the Nanaimo River Watershed of the Cowichan-Nanaimo Lakes Upland landscape/planning unit. Numbers have declined in past decades and it is now considered an endangered species. There are four colonies in the watershed containing most of the population of about 700 animals. They are protected by a Conservation Reserve placed by the Fish and Wildlife Branch on land that was recently donated to the province by MacMillan-Bloedel.

Vancouver Island is inhabited by small populations of Roosevelt elk, (2,500 ± 500 individuals) a subspecies of its mainland relative. The race once occupied the rainforests of the Lower Mainland as well but herds were exterminated over 100 years ago. The relict herds on the Island are concentrated in the Strathcona Park unit and adjacent areas of the Campbell River/Discovery Passage and the Alert Bay/Tsitika landscape/planning units, specifically in the Gold, Salmon, Adam and White River watersheds. There are occasional sightings in other parts of the Island, e.g. the Nanaimo Lakes area. Herds range through higher elevation forests and glades during summer months and winter in forested river valleys. Populations appear to have stabilized in recent years despite continued loss of winter habitat due to logging. However, this may, in part, be attributable to the mild winters during the past five years. With sufficient input into timber management programs for second growth forests there are good possibilities for enlarging elk populations and perhaps even for re-introductions to the southern part of the Island.

Virtually the entire Region, including the larger coastal islands, are inhabited by considerable populations of the Columbia blacktail deer. The decades of logging have created abundant quantities of browse, thus populations are higher now than during the early historical period. Numbers are stable at present despite winter habitat loss due to logging and heavy hunting pressures, but again, this may be partly due to the mild winters. Densities are particularly high in the Nanaimo Lakes area and they can also be readily seen by visitors in many sectors of the North Island Highway. An interesting phenomenon has occurred in the Nimpkish and Adam River watersheds. The number of deer have declined dramatically due to increased wolf predation. Several years ago there were few wolves in the area but those numbers grew (partly from immigration of mainland packs) as the deer populations grew. Wolf populations are now increasing in the northern part of the Island although they are still uncommon south of Highway 4. There is a possibility of local population crashes in deer populations during a severe winter. Wintering areas, which now exist only as small pockets, would not be enough to sustain existing populations. Thus, starvation coupled with wolf predation could seriously reduce the number of some herds. This would also force a dispersal of wolf populations into other parts of the Island.

Other large ungulates such as the mountain goat, white-tailed deer, mountain sheep, moose and caribou are not found on Vancouver Island or the coastal islands. However, a few moose may be sighted in the mainland section of the region in the lowland at the head of Knight Inlet and mountain goat are found in the high elevations of the Mount Waddington landscape/planning unit. The European fallow deer was introduced to James Island and then relocated to Sidney and Saltspring Islands and is now occasionally seen on the Saanich Peninsula. Populations are small and little is known about their habits.

Several large carnivores are also found in the Region. Grizzly bear do not inhabit the Island but a few are found in the rugged uplands of the mainland portion of the region. Black bear are found throughout the Region in considerable numbers. The Island is inhabited by a subspecies that is noted for its large size. Cougar, a shy and secretive animal preferring wilderness areas, is present in the central and northern portions of the Island in what may be the highest densities in B.C. This is due to the high densities of its primary prey species, the blacktail deer. Neither bobcat nor lynx are found in the Region.

2.2.6.1 Hunting Activity

The Vancouver Island Tourism Region accounted for about 20% of the resident hunter days3) (353,600), second in the province to the Lower Mainland Region (22.9%) and closely followed by the Thompson-Okanagan Region (19.9%). The blacktail deer populations of Vancouver Island have produced 30 to 45% of all deer harvested in B.C. between 1964 and 1977. Approximately 80% of hunting activity takes place in the resident's home area and it is estimated that hunting expenditures in the region amounted to about $11 million. The most popular game species was the blacktail deer. About one-third of the total provincial hunter effort for waterfowl was expended in the region as well.

The Vancouver Island Tourism Region supports very little non-resident hunting. Of the province's 330 hunting guide/outfitters, only six operate in the region. The available big game species (deer, black bear) are readily hunted elsewhere by residents with the result that the Region is not very appealing for non-residents except those interested in cougar.

2.2.6.2 Marine Resources

The interface of terrestrial and marine ecosystems that occur along the coastline of this Region contributes a fascinating dimension for many visitors.

The Race Rocks area south of Victoria is one of the most significant locations on Vancouver Island for observing marine flora and fauna and is mentioned as a "natural area of Canadian significance" in a preliminary study by Parks Canada. There is an overlap of several marine regions and life zones creating a great abundance of intertidal and subtidal communities as well as a broad range of physiographic landforms found in the coastal zone. Animals include harbour seals, a seasonal population of northern and California sea lions and seasonal populations of whales. These coastal waters are an important wintering, staging and feeding area for the many waterfowl and shorebirds utilizing the Pacific flyway.

Grey whales are often sighted off the west coast of Vancouver Island as they pass by during their twice yearly migrations. The humpback frequents open coastal waters and sometimes enters the Strait of Georgia during the summer. Sei and Minke whales are also regularly sighted in the same waters.

Other notable marine mammals that inhabit the coastal areas are various species of dolphins and the killer whale which frequents shallow inshore waters and enters narrow inlets and bays. Fur seals, hair seals, and the northern California sea lions are commonly sighted as well, especially in rookeries and haul-outs (rest areas) in the remote areas of the west coast. Nanoose Harbour north of Nanaimo is an easily accessible area for viewing sea lions.

The sea otter, an engaging and playful creature, once numerous but virtually extirpated by fur hunters before the end of the last century, has been successfully re-introduced in the west coast of

Vancouver Island. In 1979, a reconnaissance discovered about 70 or 80 individuals in two groups off Bajo Point and the Brooks Peninsula. These are part of only three known populations in North America.

Sea birds abound and there are numerous colonies on the many rocky islets. The most dramatic ones are located off northern Vancouver Island in the Scott Islands. However, Mandarte Island and Mitlenatch Island Nature Park in the Strait of Georgia are more easily accessible. Inhabitants include cormorants, petreis, black oyster catchers, murres, murrelets and puffins, each inhabiting a special niche in the vertical sequence of nesting habitats found on the cliff faces.

The intertidal zone, with its many forms of life, can provide the amateur naturalist with hours of interesting beach combing, searching for sand dollars, mussels, clams, snails, anemones, starfish, barnacles, sculpins and crabs as well as shorebirds such as oyster catchers, sandpipers and phalaropes. There are many popular areas for these activities throughout the eastern coast and the southwestern coast of the Island, e.g. Gulf Island, Qualicum Beach, Pacific Rim National Park and Botany Bay Beach.

Bird species are abundant along the coast. Certain birds found inland include loons, grebes, great blue herons, black brant, Canada geese, mergansers and several species of ducks: mallard, widgeon, baldpate, shoveller, scaup, golden-eye, old squaw, harlequin and scoter. Only small populations of waterfowl inhabit the region because of restricted habitat areas. However, during the spring and fall migratory periods of the Pacific flyway, they stop over in large numbers, e.g. Browing Passage near Tofino, Lambert Channel on Denman Island, Oyster Bay south of Campbell River and Mud Bay south of Courtenay. Somenos Lake, near Duncan, is being managed by Ducks Unlimited and may become the best waterfowl viewing area on the Island. All estuaries are important in this regard. Another notable feature is that about one-half of the world's population of trumpeter swans winter along the east coast of Vancouver Island with major concentrations occurring in the Comox, Somas and Salmon estuaries.

The Region is also noted for high densities of bald eagle, a species that is considered endangered outside of British Columbia.

The interpretation and viewing of marine and intertidal wildlife along with oceanographic processes are popular activities and could lend themselves to organized theme tours. There are nine ecological reserves in the Region established to protect marine wildlife that offer interpretive opportunities. Sea life viewing cruises could be offered to the major rookeries of the Coastal Trough off northern Vancouver Island, to the Race Rocks and Mitlenatch Island Nature Park. Many of these tours could be timed to coincide with commercial fishing activity, seasonal movements of the grey whale herds or migratory periods of the Pacific flyway, thus contributing additional interesting features to the tours and encouraging shoulder season excursions.

The occurrence of several different species of birds and animals that are rare or absent in other parts of North America contributes to the appeal of the Region and to the special natural character of the Island environment. These elements should be protected and inhanced for the benefits of residents and visitors.

2.2.7 Summary of Natural Tourism Resources

As discussed in the foregoing sections and as portrayed on the Landscape Inventory Matrix (Figure 1) the Region has a wide range of natural attractions and capabilities that will continue to draw many visitors. There is good capability for extensive land-based and water-based recreation throughout the rugged, forested areas, lakes and seacoast of the Cowichan/Nanaimo Lakes Upland, Alberni Inlet, Pacific Rim/Highway 4, Strathcona Park, Kyuquot/Nootka Inlets and the Alert Bay/Tsitika landscape/planning units. Several of the lakes in the Cowichan/Nanaimo Lakes Upland and Pacific Rim/ Highway 4 units also have the capability to support more intensive types of shoreline developments. The main constraints to intensive development are the typical prolonged rain and cloudy periods in the summer season along the coastal areas; limited accessibility (which can be a positive factor for certain acitivities and tourists); and the dominance of forestry activities and their attendant visual and environmental disruptions. The landscape/planning units on the east coast of the Island, however, have greater capability for intensive land and water-based developments due to the more subdued nature of the terrain, the more favourable warm weather climate, with pleasant shoulder seasons, the sheltered nature of the coastline and the existing degree of human development. The pervasiveness of the land and water interface throughout the Region allows tourism development to have a strong shoreline and ocean orientation (e.g. sea-side resorts, power boat or sailing, yacht cruising).

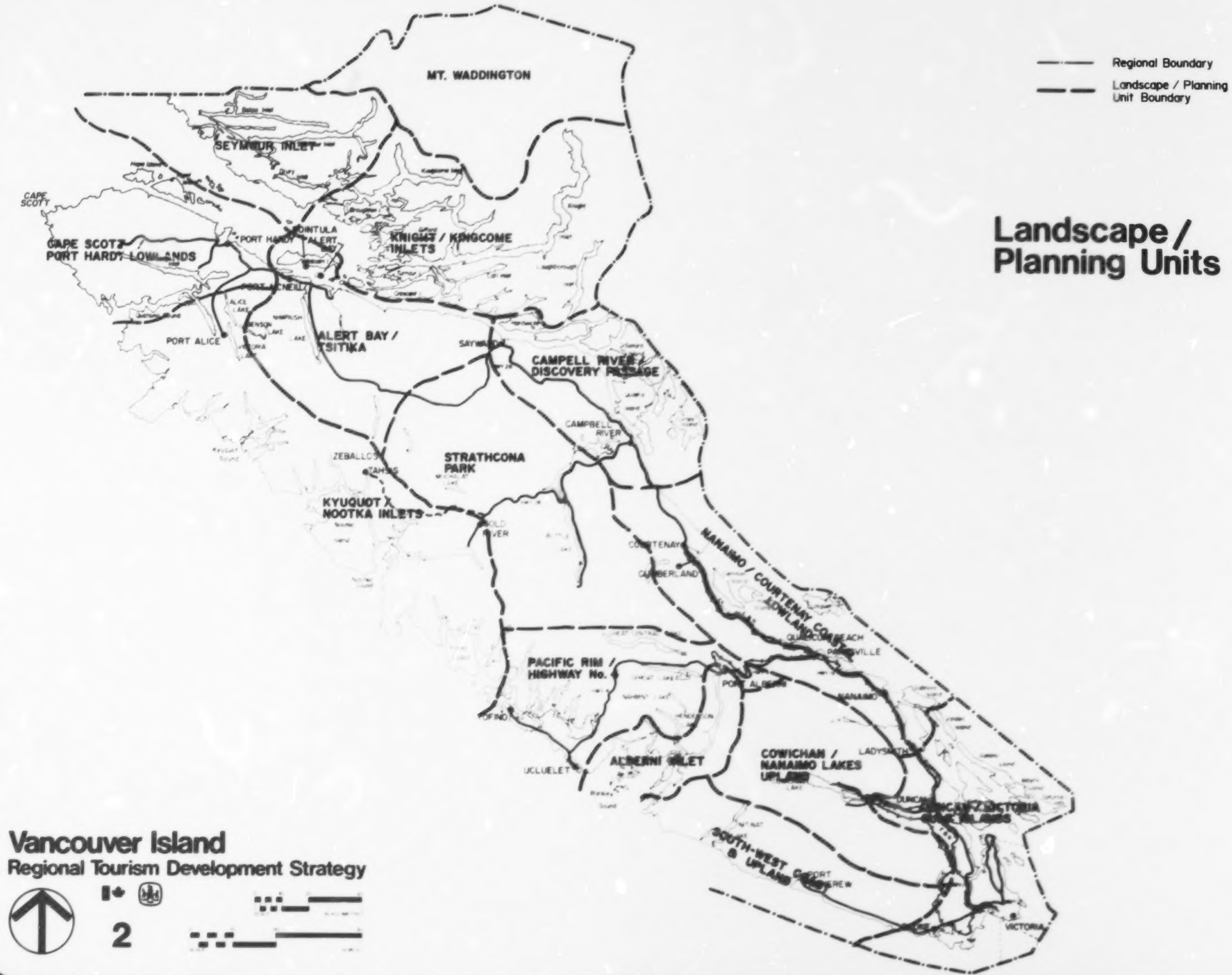
This is especially true of the eastern coast of the Island which has a warmer, less rainy and less stormy climate than the west coast, providing excellent capability for a variety of activities from camping to boat cruising. The Victoria/Duncan/Gulf Islands unit has this regime to perfection. In general, the climate of much of this Region is suited to warm weather activities because the marine influences moderate temperatures and provide long shoulder seasons. These same marine influences, however, greatly inhibit winter season activities as snow cover is absent or unreliable except at higher elevations. Even there, the season can be short and the snow often wet. Thus, large scale apline ski developments must recognize this serious constraint. Further, the winter climate of the Region, although mild by Canadian standards, is likely to be too rainy and cool to attract appreciable numbers of tourists. The Victoria area is an exception, however, as increasing numbers of Canadians, especially from the Prairie provinces, are enjoying their winters here.

In terms of consumptive recreation, the big game populations are of sufficient size to support hunting by regional and some Lower Mainland residents but little, if any, capacity remains for other markets. Protection of wildlife habitat and careful management of populations is required to maintain stable populations in the face of heavy hunting pressures and continued development and resource extraction activities. The non-consumptive use of the Region's wildlife could also have growing importance to tourism especially the waterfowl and sea life elements.

Salmon sport fishing has long been popular with all North American market segments and has the capability to attract and sustain greater use. The freshwater sport fishery, also subject to heavy use, has declined drastically in past years due to overfishing and habitat losses. The Salmonoid Enhancement Program will help alleviate some losses of salmon and sea-run trout populations, however, greater management efforts will be required if the fish stocks are to continue to provide the quality angling opportunities expected by the many tourists who come to fish the region's coastal and inland waters.

Naturally, the scenic beauty of the Island and ocean shorescapes will continue to attract visitors who wish to enjoy the Region's beauty from car and ship or actively by foot or boat. The quality of the landscape and its various components - human use, vegetation, wildlife, water features and landforms is a crucial part of the visitors' experience, thus greater consideration must be given to protecting visual amenities during resource extraction and development activities.

Landscape / Planning Units


Regional Boundary
Landscape / Planning Unit Boundary
MT. WADDINGTON
SEYMOUR INLET
CAPE SCOTT
CAPE SCOTT / PORT HARDY LOWLANDS
SOINTULA
PORT HARDY
ALERT BAY
PORT McNEILL
KNIGHT / KINGCOME INLETS
ALICE LAKE
NIMPKISH LAKE
PORT ALICE
ALERT BAY / TSITIKA
SAYWARD
CAMPELL RIVER / DISCOVERY PASSAGE
CAMPBELL RIVER
ZEBALLOS
TAHSIS
STRATHCONA PARK
KYUQUOT / NOOTKA INLETS
GOLD RIVER
COURTENAY
CUMBERLAND
NANAIMO / COURTENAY COAST LOWLANDS
QUALICUM BEACH
PARKSVILLE
PACIFIC RIM / HIGHWAY No. 4
PORT ALBERNI
NANAIMO
TOFINO
UCLUELET
ALBERNI INLET
COWICHAN / NANAIMO LAKES UPLAND
LADYSMITH
DUNCAN
DUNCAN / VICTORIA GULF ISLANDS
SOUTH-WEST COAST & UPLAND
PORT RENFREW
VICTORIA

Vancouver Island

Regional Tourism Development Strategy

2

Figure 1

Vancouver Island

Regional Tourism Development Strategy

Landscape Inventory Matrix

● Predominant Condition ○ Secondary Condition x Minor Occurrence

PHYSIOGRAPHIC REGION			Canadian Cordillera													
PHYSIOGRAPHIC DIVISION			Western System													
LANDFORM UNIT			Insular Mountains							Coastal Trough						Coast Mountains
LANDSCAPE/PLANNING UNIT			Kyuquot/Nootka Inlets	Alert Bay / Tsitika	Strathcona Parr	Pacific Rim / Highway 4	Alberni Inlet	Cowichan / Nanaimo Lakes Upland	Southwest Coast And Upland	Cape Scott / Port Hardy Lowland	Seymour Inlet	Knight / Kingcome Inlets	Campbell River / Discovery Passage	Nanaimo / Courtenay Coastal Lowland	Victoria / Duncan / Gulf Islands	Mt. Waddington
Landform	Lowland		○	x		○	○		x	●	○	○	●	●	●	
	Basin															
	Plain															
	Level Plateau															
	Dissected Plateau				○			●								
	Rounded Upland			○		○	○	○	○	x	●	○	○	○	○	
	Rugged Upland		●	○	●	●		○	○		○	○			○	○
	U-shaped Valleys		○		x		○	x		x	○	○		x		x
	V-shaped Valleys		x	○	○	○		x	x		x	x	x		x	x
	Mountains	2,120 m to 3,030 m			○							x				●
		over 3,030 m														
	Special Landscape Features	Volcanic														
		Folding/Faulting			x	○		○	○						x	
		Alpine Glaciation	x	●	○	x		x			x	x				●
		Continental Glaciation							x	x	x	x				
		Karst	○	●												
		Arid Landscape													○	
		Fluvial		x			x				x		x	○		x
		Coastal	●	○		○	○		○	○	●	●	○	○	●	
Climate	Marine West Coast - mild wet winters, warm summers		●	●	●	●	●	●	●	●	●	●				○
	Mediterranean - mild, wet winters, hot dry summers														●	
	Southern Interior Continental	Cold winters, hot dry summers				x	x					x	●	●		
		Cold winters, warm dry summers														
		Cold winters, warm humid summers														
	Humid Continental	Cold snowy winters, short cool summers														
		Cold winters, short warm summers														
	Northern Interior Continental - long cold winters, short cool summers															
	Northern Plains - long cold winters, short warm summers															
	Alpine - long cold snowy winters, short cool summers				○											●
[illegible]	Coastal Western Hemlock		●	●	○	●	●	●	●	●	●	●	●			●
	Coastal Douglas Fir					x	x	x				x	●	●	●	
	Interior Western Hemlock															
	Interior Douglas Fir															
	Ponderosa Pine - Bunchgrass															
	Cariboo Aspen - Lodgepole Pine															
	Sub-Boreal White & Black Spruce															
	Spruce - Willow - Birch															
	Englemann Spruce - Sub-alpine Fir															
	Mountain Hemlock			x	●			○								○
	Wetlands					x	x							x		x
	Alpine Tundra				x											
	Special / Unique Vegetation Associations				x	x									○	
Water Features	Fiord Coast		●			○	●			○	●	○	○			
	Recreational Lakes	Warm summer water temperatures				●		●	○				x		x	
		Cold summer water temperatures		○	x		●			○						
	Scenic Shoreline		●	○		●		○	●	●	●	●	●	●	●	
	Hydro Reservoirs	Suitable for recreation			○				○				○	○		
		Unsuitable for recreation														
	White Water			x												x
	Significant Recreational Rivers			x	x			○	○				x	○	x	x
	Waterfalls		x	x	x	x					x	x	○	●		x
	Hot Springs		○													
Fish and Wildlife Resources	Wildlife	Important Grizzly Bear Populations	○	○	○	x		x	x	○	x	x				x
		Important Cougar Populations	x	x	x			x	x							
		Important Mountain Sheep Populations														
		Important Mountain Goat Populations										x				x
		Important Moose Populations														x
		Important Caribou Populations														
		Important Elk Populations	x	○	○			x		x			x			
		Important Deer Populations	○	○	○	○	○	○	○	○	○	x	x	x	x	○
		Important Waterfowl Populations	x			x	○			○	x		x	○	○	
		Important Marine Wildlife – Mammalian	x			x				○				x	○	
		Important Marine Wildlife – Avifauna	x			x			x	○	x		○	x	○	
		Endangered Species			○											
	Fish	Important Salmon Spawning Rivers	○	○	x	○	○	●	○	x	x	x	○	○	○	○
		Important Coastal Sport Fishery	x	x		○	○		○	x	x	○	●	●	●	
		Important Inland Sport Fishery – Stream/River		x	○			○	x				x	x	x	x
		Important Inland Sport Fishery – Lakes		x	x	○		○	x							
Present Land Use	Forestry	Logging	●	●	○	●	○	●	○	●	○	○	x			○
		Wood Processing	○				●	○	x	x			○	●	●	
	Mining	Open Pit/Strip								x						
		Shaft			x											
	Agriculture	Crop Cultivation					x							●	●	
		Orchards/Vineyards												○	○	
		Livestock Grazing												x	x	
	Urbanization	> 5,000	x	x		○		x	x	x						
		5,000 to 20,000					○						○	○	●	
		< 20,000												○	●	
	Provincial/National Parks				○	○	○	x	○	○			○	○	●	
	Commercial Tourism/Recreation Developments	Land-based			x	x									●	
		Water-based	x	x		○	○	x	x	x			●	●	●	
Land Use Conflicts with Tourism	Urban Growth														x	
	Forestry Activities		○	○	○	○	●	○		○	○	○	○			○
	Agriculture															
	Hydro Projects				○								x			x
	Mining															
Dominant Tourism/Recreation Features	Scenic Landscapes		●	○	●	●	●	○	●	●	●	●	●	●	●	●
	Special Landform/Geologic Features		○	○	○	●	●		○	○	○	○	○	○	○	○
	Climate	Warm Weather Season	●	●	●	●	●	●	●	●	●	●	●	●	○	○
		Cold Weather Season			○	x							x	x		
	Water Based Resources	River			x			○					x			x
		Lake		○	○	○		●	○				x			
		Ocean	○	○		●	●		○	●	●	●	●	○	●	
	Land Based Resources	Resource Oriented		x	●			○	○	○			○	○	○	○
		Facility Oriented			○										●	
	Wildlife Resources	Consumptive	x	x	x			○	x	○	x	x				x
		Non-Consumptive	x		○	○	○		○	x	x	x	x	x	○	
	Fisheries Resources		○	○	○	○	○	●	○	○	○	○	●	●	○	x
	Cultural/Historic Resources			○					○					●	●	
	Man-made Features/Resources (dams, mines, etc.)				x				●				x	●	●	
	Accessibility (road)			○	x	○	○	○		○			●	●	●	

2.3 Physical Tourism Resources (Infrastructure)

2.3.1 Introduction

Physical tourism resources are those structures, facilities and services developed by man to provide the tourist with necessary amenities. They are an integral part of a tourism development plan and to a large extent, influence the character, quality and diversity of the visitor's experience. In order to understand the nature, quality and availability of the physical resources, an inventory and analysis was undertaken which examined the existing infrastructure on both a regional and landscape/planning unit basis. Categories included recreational lands and facilities, with reference to special commercial recreation activities, such as boating, accommodation characteristics, transportation modes and corridors and tourism service centres.

2.3.2 Recreational Lands and Facilities

2.3.2.1 Provincial and National Parks

Typical of much of the Province of British Columbia, the Vancouver Island Tourism Region is well endowed with a wide variety of scenic landscapes including numerous interesting terrestrial and marine features. Parks Canada and the Provincial Parks and Outdoor Recreation Division have acquired substantial tracts of land for purposes of recreation and conservation which attract thousands of users each year, stimulating travel within and to the province. Regional and urban parks will not be considered here as they are developed largely for local resident use even though it is recognized that these facilities are often enjoyed by visitors.

Parks Canada has jurisdiction over Pacific Rim National Park on the west coast of Vancouver Island. The Long Beach unit is the most popular and highly developed area with campgrounds, hiking trails, interpretive programs and excellent beachcombing and sea life viewing on the 11 km of sand beach interspersed with rock headlands.

Recently included in the Park is the Broken Islands Group unit, with about 100 islands. These islands are located at the entrance to Barkley Sound and the Alberni Inlet and may be reached by scheduled boat service from Ucluelet or Port Alberni. Several primitive campsites have been established on seven of the islands and are becoming increasingly popular for people interested in small craft boating, ocean canoeing/kayaking, fishing, bird life and sea life viewing. Planning is underway to bring into the Park, the West Coast Trail unit. This is a 72 km stretch of hiking trail along the route of a former life saving trail built to aid ships foundering on this rugged coastline. The trail is frequented by experienced and well-equipped hikers with current levels of usage being about 5,000 people each year.

User statistics for camping in Pacific Rim National Park are available only for the Long Beach unit and are shown in Table 3. Most visitation occurs from March to October with peaks from June to September. As shown in Table 3, growth has tended to be moderate but consistent with improvements to the access road and an increasing awareness of the park. Nonetheless, this park receives the highest visitation of any in the Region.

TABLE 3

VISITATION AND CAMPER PARTY NIGHTS: PACIFIC RIM NATIONAL PARK

	1971/72	1974/75	1977/78	1978/79	1979/80
No. of Visits	328,999	413,037	425,829	480,876	500,000+
Camper party nights	-	49,291*	15,541	16,508	18,254

*Beach camping statistics not kept after 1975-76. Beach camping exceeded campground camping 34,758 to 14,533 camper nights in 1974-1975.

Source: Parks Canada.

There are 87 provincial parks in the Region totalling 262,750 ha ranging in size from one hectare at Petroglyph or Gabriola Sands Parks to the large 231,437 hectare Strathcona Park. Thirty parks have campgrounds, while the remainder are day use parks. A few parks such as Cape Scott and Schoen Lake have no developed campsites as yet but they are planned to be developed in the future.

There are a total of 1,602 provincial park campsites in the Region which had 123,387 party nights during the 1978 (mid-May to mid-September) and 604,077 party nights in 1979, an actual increase of 21%. Day use visitation amounted to 472,316 party days in 1978 and 604,077 party days in 1979, an actual increase of 25%. Most of the day use visitation occurred at beach/swimming areas such as Rathtrevor Beach, Sooke Potholes, Gordon Bay and Rebecca Spit Parks, of which there are 20,446 m of beach in 26 parks, and 18 of which are located on saltwater and eight on freshwater.

On a provincial-wide basis, in 1978 this Region received 21.4% of the total provincial park camping use, second behind the Thompson-Okanagan Region, although it has 17.3% of the total campsites. The Region also recorded 17.6% of the total provincial day use visits, third in the province behind the Lower Mainland and the Thompson-Okanagan Regions. Camper origin was found to be 77% from British Columbia, 14% from the rest of Canada and 9% from the United States.

Aside from the popular intensive use types of activities the provincial parks provide, they are also important for their landscape and scenic protection roles as well as for wildlife habitat preservation and interpretive values. The British Columbia Provincial Parks also provide numerous opportunities for extensive and physically challenging activities such as hiking, climbing, kayaking, canoeing, nature study, etc., which are becoming increasingly popular with residents and tourists alike. Even though

TABLE 4

1980 PROVINCIAL PARK INVENTORY: VANCOUVER ISLAND TOURISM REGION

Park	Class	Area (Hectare)	Day Use	Camp-Sites	Wilderness Camping	Trails	Beach	Boat Launch Ramp
Bamberton	A	28	X	X	-	X	X	-
Goldstream*	A	335	X	X	-	X	-	-
Gordon Bay	A	49	X	X	-	-	X	X
John Dean/Gulf View	Z	155	X	-	-	X	-	-
Matheson Lake	A	162	X	-	-	X	X	-
McDonald	A	20	-	X	-	-	-	-
Montague Harbour	A	97	X	X	X	X	X	X
Monat	A	23	X	X	-	-	-	-
Ruckle	A	486	X	X	X	X	-	-
Shawnigan Lake	A	6	X	-	-	-	X	-
China Creek	A	24	X	-	-	-	X	X
Englishman River Falls	A	97	X	X	-	X	-	-
Gabriola Sands	A	1	X	-	-	-	X	-
Ivy Green	A	25	X	X	-	X	X	-
Little Qualicum Falls	A	464	X	X	-	X	-	-
MacMillan*	A	136	X	-	-	X	-	-
Rathtrevor Beach*	A	348	X	X	-	X	X	-
Sproat Lake	A	40	X	X	-	X	X	X
Stamp Falls	A	236	X	X	-	X	-	-
Cape Scott*	A	15,054	-	-	X	X	X	-
Elk Falls*	A	1,087	X	X	-	X	-	-
Fillongley	A	23	-	X	-	X	X	-
Kin Beach	C	6	X	X	-	-	X	-
Kitty Coleman Beach	C	8	X	X	-	-	X	X
Miracle Beach*	A	135	X	X	-	X	X	-
Morton Lake	A	67	X	X	-	-	X	X
Rebecca Spit	A	177	X	-	-	X	X	X
Schoen Lake	A	8,170	-	X	X	-	-	-
Smelt Bay	A	16	-	X	-	-	X	-
Strathcona	B/NC	231,437	-	X	X	X	X	X

* Denotes nature interpretive program or facilities

Source: Data Handbook, Parks and Recreation Division, Victoria, March 1980.

there are large areas of Provincial Crown Land where these activities can occur (unless they are pre-empted or degraded by resource extraction activities as occurs periodically) national and provincial parks are widely acknowledged as offering some of the best places to engage in active outdoor recreation activities.

The coastline of British Columbia and especially the Strait of Georgia and Juan de Fuca Strait have long been regarded as one of the finest boat cruising areas in North America. The numerous islands, small inlets, secluded anchorages, steep-walled fjords and thousands of square kilometres of both open and protected waters are a haven for thousands of sail and power pleasure craft. To provide basic facilities for the boating public the Provincial Parks Branch has established a system of marine parks that extends from Discovery Island near the southernmost point of the province to Echo Bay on Gilford Island, most of them in the Vancouver Island Region (Table 5). These marine parks typically have safe anchorages and mooring buoys, some have landing floats, others have campgrounds and some have beaches and picnic tables. All developed parks have sanitary facilities, refuse disposal and some have fresh water.

The 11 developed marine parks in the Region had 34,960 boating parties in 1978 and 42,038 in 1979, an increase of 20%. This constitutes 75% of recorded usage of the Strait at Georgia Marine Parks. Although there is little in the way of origin-destination statistics, a considerable amount of use of the marine park system has been observed to be by American visitors.

The British Columbia Forest Service also provides outdoor recreation opportunities of a dispersed nature and typically provides informal, rustic facilities. Their purpose is to provide forest recreation sites (camping, picnicking, boat/canoe launching areas) largely for use by Regional residents although it is recognized that appreciable non-resident use occurs. Presently, most recreation

TABLE 5

1980 MARINE PARKS INVENTORY: VANCOUVER ISLAND TOURISM REGION

Name	Area (ha)	Location	Beach	Picnicking	Camping	Drinking Water
Gibson	142	Clayoquot Sound	X	Undeveloped	(hot springs)	
Cabbage Island	4					
Isle-de-Lis	5					
Pacific Rim National Park Broken Group Islands		Barkley Sound			X	X
Discovery Island	61	Haro Strait	X	Undeveloped		
D'Arcy	84	Haro Strait	X	Undeveloped		
Sidney Spit	293	Haro Strait	X	X		
Princess Margaret	194	Haro Strait	X	Undeveloped		
Beaumont	34	South Pender Island	X	X	X	X
Montague Harbour	97	Galiano Island	X	X	X	X
Pirates Cove	31	DeCourcy Island			X	X
Newcastle Island	335	Nanaimo Harbour		X	X	X
Echo Bay		Lasqueti Island		Proposed		
Manson's Landing	100	Cortes Island		Undeveloped		
Rebecca Spit	177	Quadra Island		X		X
Von Donop Inlet		Cortes Island		X		
Welsh Cove		Redonda Island		Proposed		
Echo Bay	2	Gilford Island		Undeveloped		
Octupus Islands	66	Quadra Island		Undeveloped		
Thurston Bay	354	Sonora Island		Undeveloped		
Mitlenatch Island Nature Park	155	Discovery Passage		Undeveloped		
In adjacent Southwestern B.C.						
Copeland Islands	437	Malaspina Peninsula		Undeveloped		
Desolation Sound	8,256	Desolation Sound		Undeveloped		

Source: Data Handbook, Parks and Recreation Division, Victoria, March 1980.

sites are concentrated around Cowichan Lake, Campbell Lake (reservoir) and the Salmon River watershed.

2.3.2.2 Proposed Park System Expansion

The Parks system in the Vancouver Island Region, both terrestrial and marine will likely undergo considerable expansion which will be of definite advantage to regional resident and tourism use.4) The possible expansion includes: marine parks and/or facilities at Boho Bay (Lasqueti Island), Newcastle Island, Whale Boat (near Valdes Island), Squirrel Cove (Cortes Island), Portland Island, and Beaumont (Pender Island). In addition, there is a study to investigate the potential for expanding the system into the northern islands of the Region to accommodate more users who are seeking to avoid the crowded conditions in the south; North Island parks along the new highway at Roberts Lake and Schoen Lake, as well as a natural recreational park at Rugged Point on Kyuquot Sound; and additional lands and facilities in the east and south of the Island as at Forbidden Plateau (for hiking and cross-country skiing to complement private development at Mount Washington), Cowichan Lake (land around the lake for boating and camping), the addition of the Mount Finlayson Trail to Goldstream Park and the development of additional campsites on Buttle Lake in Strathcona Park.

The Ministry of Forests, Recreation Division, plans on expanding its efforts in the Region by means of a five year program which will begin with an inventory of suitable and available sites and collection and analysis of demand data. This will provide the basis for strategic planning for the provision of additional camping/picnicking units, summer and winter-use trails.

Parks Canada has no plans for major developments of park and recreational facilities; however, a comprehensive master plan has been prepared. Work will continue on upgrading facilities at Long

Beach although no expansion in camping facilities is expected to occur. Beach camping will be restricted to 100 campsites in order to alleviate some of the user problems that have occurred. The Broken Islands Group will remain as a primitive camping area with only basic services and the West Coast Trail unit has virtually been completed with trail crossings now provided on major water courses. Campgrounds are also planned to be developed in the next five years at the Bamfield and Port Renfrew ends of the West Coast Trail.

2.3.2.3 Camping Opportunities

The provincial parks provides about 1,650 campsites5) and Parks Canada provides about 100 campsites in the Region. They are situated largely in the Duncan/Victoria/Gulf Islands, the Nanaimo/ Courtenay Coastal Lowland, the Pacific Rim/Highway 4 and the Campbell River/Discovery Passage landscape/planning units. The public sector provides low density campgrounds with basic facilities such as a tent/trailer pad, fire grate, vault or pit privies and running water.

The private sector provides about 6,500 high density campsites and trailer sites in about 100 commercial establishments.6) The campgrounds range in size from 10 to 15 units in conjunction with cabins or a small hotel to very large grounds with as many as 500 or 1,000 units (Victoria and Parksville). A full range of facilities is provided including electrical and water hook-ups, and the larger establishments often have showers, laundry facilities and general stores. Boat launch facilities and public beaches are typical elements of the park, however, in certain instances visitors will make use of nearby public (provincial park or municipal) facilities. As identified in Section 2.3.3, most commercial campgrounds are located in the Nanaimo/Courtenay Coastal Lowland, Duncan/Victoria/

Gulf Islands, Campbell River/Discovery Passage and the Pacific Rim/Highway 4 landscape/planning units, the areas with the greatest concentration of tourist visitation.

2.3.2.4 Recreational Boating

A resident boating survey showed that residents of the Strait of Georgia area (which includes the Duncan/Victoria/Gulf Islands and Nanaimo/ Courtenay Coastal Lowlands landscape/planning units) owned 69% of all boats and sailboats in British Columbia and had porportionally more outboards and sailboats than other regions of the province.7) In a similar survey, Statistics Canada stated that a higher percentage of British Columbia households (19.8%) owned boats than any other region of Canada. This amounts to 152,000 households with approximately 176,000 boats.8) The resident boating study indicated that the majority of the boat owners live in and around the Strait of Georgia accounting for the heavy pleasure boating use of this area. A more recent study (Fisheries and Oceans) showed that 8,250 non-resident boats entered the Gulf Islands/Strait of Georgia area.9)

In response to this high level of recreational boating activity, an expansive system of small craft harbours and private and public (municipal) marinas has been developed. The Small Craft Harbours Branch of the Federal Department of Fisheries and Oceans has been instrumental in this process through its cost-sharing agreements. Most facilities are concentrated around the southern part of the Strait of Georgia and the Gulf Islands which, because of proximity to the largest population centres, good boating climate, sheltered waters and scenic cruising areas is most heavily used. There are also well developed facilities (harbours and mooring buoys) around the Campbell River/Discovery Passage unit (Quadra, Cortes, Read Islands) and the Pacific Rim/Highway 4 and Kyuquot/Nootka Inlets landscape/planning units. As previously outlined, the Provincial Parks Branch has also developed a system of marine parks for recreational boating.

The major peak period for both resident and non-resident boaters occurs during July and August. Boating areas near urban centres such as the Gulf Islands become areas of intense boating activity and suitable places to tie up or anchor are at a premium. During the peak season, boating facilities of all types are strained to the utmost while during the off-season they lie virtually idle. Another problem brought to light by a study done in the Capital Regional District (within the Duncan/Victoria/Gulf Islands unit) is the lack of mooring space in public and private marinas for tourist use. These problems must be overcome if the Region is to capitalize on the high quality recreational boating environment and develop cruise boat charter enterprises.

2.3.2.5 Special Active Tourism/Recreation Activities

The rugged landforms and the variety of land and water interfaces of the Region's lakes, rivers and ocean shoreline, all in close proximity, provide opportunities for a considerable variety of active pursuits of interest to tourists.

The southeast end of Cowichan Lake and the Cowichan River to Duncan provides a two-day, 42 km trip from Gordon Bay Provincial Park to Duncan. The river is particularly popular with kayakers and by expert paddlers in open canoes. The Nitinat Triangle in the Southwest Coast and Uplands unit is a combination of lake canoeing with some river canoeing and four or five portages. It is a diverse and rugged wilderness with good fishing and viewing of aquatic life, especially Nitinat Lake which has saltwater and fresh-water sections. Other areas with capability for canoeing include Bonanza Lake, the Klakama Lakes and parts of the Nimpkish and

Salmon Rivers during high water and the Campbell, Elk and Gold Rivers for whitewater canoeing and kayaking.

Recreational canoeing and kayaking is also carried on in the sheltered waters around the Gulf Islands and the nearshore areas of the Nanaimo/Courtenay Coastal Lowlands unit. For the more adventurous tourist, the Broken Islands Group and Long Beach sections of Pacific Rim National Park are good ocean canoe/kayaking areas as are the rugged and indented coastline of the Kyuquot/ Nootka Inlets landscape/planning unit, the Cape Scott/Port Hardy Lowland, the Seymour Inlet, the Knight/Kingcome Inlets and the Campbell River/Discovery Passage units. The remoteness of these areas and the rich variety of intertidal/marine bird and animal life have considerable appeal for the more hardy and independent individual.

Snorkeling and scuba diving in the cold but crystal clear waters of inlets, fjords and islands of the Region is a new but rapidly growing winter activity, e.g. Octopus Islands Marine Park and other areas in the Campbell River/Discovery Passage unit, the shipwrecks off Tofino and the Broken Islands Group in the Pacific Rim/Highway 4 unit and among the Gulf Islands.

The Mount Waddington landscape/planning unit with some of the highest peaks and largest glaciers in southern British Columbia (Mount Waddington 4,016 m, Mount Silverthorne 2,947 m, Mount Tiedemann 3,828 m, Combatant Mountain 3,701 m - Silverthorne Glacier, Whitecape Glacier, Franklin Glacier) attracts some of the best mountaineering groups in western North America. On the Island, the Strathcona Park unit with its rugged mountain terrain and high peaks (Golden Hinde 2,200 m, Elkhorn Mountain 2,195 m) provides challenging rock climbing, mountaineering and glacier hiking (Septimus and Comox Glaciers) and cross-country ski touring. The Forbidden Plateau is a favourite area for alpine wilderness backpacking. Several commercial wilderness tour operators have developed tourist business based on these types of activities and others previously mentioned and it is likely additional opportunities exist if they are carried on in a manner sensitive to the capabilities and constraints of the resource base.

An activity that has recently attracted considerable interest due to the discoveries made by private individuals is caving or spelunking in the solution caves in limestone bedrock. Of the estimated 2,000 caves in British Columbia, most of them are on Vancouver Island and only about 600 have been charted and explored. Although they do not match the largest and deepest caves in North America, their recent discovery provides cave exploration opportunities unmatched anywhere else in Canada. Horne Lake Caves Provincial Park near Qualicum has three caves that are open to visitation as well as several others, notably Euclataws Cave with restricted access to protect the high quality stalagtites, stalagmites and other karst formations. The Regional District of Mount Waddington is offering tours from Port McNeill with buses, guides and equipment for selected caves in the north. Other features such as the Vanishing River, Eternal Fountain, Devils Baths and Benson River Cave are moderately accessible from existing logging roads. The guides are from the British Columbia Speleological Federation and tours can also be arranged through them to these and other caves near Gold River, e.g. Minigill Cave, Quatsino Cave. A special tour to Q5, Vancouver Island's deepest cave, which features a glacier within a mountain is also planned. This is an opportunity for the development of a tourism attraction while controlling use and ensuring protection of the resource. A Provincial caving policy has been proposed.

2.3.3 Accommodation

2.3.3.1 Supply of Tourist Accommodation

Tables 6 and 7 and Drawing No.3 show the amount of tourist accommodation available by type and planning unit within the Region for 1979. A similar analysis for 1971 indicates that the number of tourist establishments has decreased by 12% between 1971 and 1979. Roofed accommodation establishments decreased by 15% while campground establishments increased by 17% during the same period. The largest percentage decrease in the number of establishments occurred in the Kyoquot/Nootka Inlets area (50%). Other large decreases occurred in the Duncan/Victoria/Gulf Islands (21%), the Alberni Inlet (20%) and the Pacific Rim/Highway 4 (15%) areas.

However, the total number of tourist accommodation units increased by 29% between 1971 and 1979. Campsite/trailer sites accounted for 56% of this increase while roofed accommodation units increased by 17%. The largest percentage increase in accommodation units occurred in the Cape Scott/Port Hardy Lowlands, Alert Bay/Nimpkish Lake, Cowichan/Nanaimo Lakes Upland, Pacific Rim/Highway 4, Strathcona Park, Southwest Coast and Uplands units.

The greatest actual increases in accommodation units were in the Duncan/Victoria/Gulf Islands (from 12,195 to 15,694), Nanaimo/Courtenay/Coastal Lowlands (from 3,937 to 4,818), Pacific Rim/Highway 4 (from 476 to 1,174) and Campbell River/Discovery Passage (from 1,348 to 1,747) area.

The average number of units per establishment offering roofed accommodation has increased in the Region from 20 to 28 units. Average campground size has also increased, but from 42 to 56 units for the period between 1971 to 1979. British Columbia research

TABLE 6

TOURIST ACCOMMODATION BY TYPE, 1971-1979

VANCOUVER ISLAND TOURISM REGION

Type	ESTABLISHMENTS Number	%	% Change 1971-1979	UNITS Number	%	% Change 1971-1979	Average Units Per Establishment
Hotel	72	18.0	6	4,285	30.7	36	67
Motel	147	37.0	- 12	3,160	20.1	15	21
Cottage	62	15.5	- 30	491	3.1	- 23	8
Resort	31	8.0	29	321	2.0	- 2	10
Lodge	11	3.0	- 59	146	1.0	- 58	13
H/F Camp	2	0.5	32	32	0.2	- 26	16
Sub-Total	325	81.0	- 15	8,975	57.2	17	28
Commercial Campground	98	24.5	18	5,121	32.6	55	52
Public Campground	22	5.5	10	1,595	10.2	59	73
Sub-Total	120	30.0	17	6,716	42.8	56	56
Miscellaneous*	-	-	-	-	-	-	-
TOTAL	102	-	- 12	15,694	100.0	29	39

* Miscellaneous includes other forms of accommodation plus unclassified facilities.

Note: The establishment column does not add up to the total as some establishments offer more than one type of accommodation and are thus double counted.

Source: Accommodation and Campground Directory, B.C., Ministry of Tourism, 1979.

TABLE 7
TOURIST ACCOMMODATION BY PLANNING UNIT, 1971-1979:
VANCOUVER ISLAND TOURISM REGION

	ESTABLISHMENTS			UNITS								
				Hotel, Motel Resort, Lodge		Cottages F&H/Camps		Campsites		Total		
	No.	%	% Change 1971-1979	No.	%	No.	%	No.	%	No.	%	% Change 1971-1979
Camp Scott/Port Hardy Lowlands	4	1.0	3.0	114	1.3	-	-	163	1.0	163	1.0	307.5
Knight/ Kingcome Inlets	3	0.8	2.0	11	0.1	-	-	-	-	11	0.1	-21.4
Alert Bay/ Nimpkish Lake	2	0.5	-	104	1.2	-	-	-	-	104	0.5	225.0
Campbell River/ Discovery Passage	48	12.0	- 7.7	622	7.4	63	12.0	1,062	15.8	1,747	11.1	29.6
Strathcona Park Kyoquot/Nootka Inlets	3	0.7	-50.0	135	1.6	-	-	-	-	135	1.0	9.0
Pacific Rim/ Highway 4	23	5.7	-13.8	214	2.6	86	16.3	874	13.0	1,174	7.5	155.7
Nanaimo/Courtenay/ Coastal Lowlands	135	33.7	- 5.6	1,809	21.4	197	37.5	2,812	41.9	4,818	30.7	25.0
Alberni Inlet	12	3.0	-20.0	347	4.1	-	-	-	-	347	2.2	-2.1
Cowichan/Nanaimo Lakes Upland	8	2.0	33.0	36	0.4	6	1.1	160	2.4	202	1.3	201.5
Southwest Coast and Upland	5	1.3	-	20	0.2	33	6.3	-	-	53	0.3	130.4
Duncan/Victoria/ Gulf Islands	156	39.0	-21.0	5,040	59.6	151	26.8	1,598	23.8	6,779	43.2	23.7
TOTAL	400	100%	-12.3	8,452	100%	526	100%	6,716	100%	16,694	100%	29.0

Note: Miscellaneous as on Table 6

Source: Accommodation and Campground Directory, Ministry of Tourism, 1979.

data on year of purchase indicate that there has been at least an 8% turnover of ownership of accommodation facilities in this Region between 1972 and 1978.[10)]

Twenty-seven percent of accommodation establishments were built in the last decade (1971 to 1978), while 47% of accommodation establishments are over 20 years old.[11)] During the 1970s there was only a one per cent increase over the previous decade in the rate of construction of accommodation establishments (i.e. 1970-79 = 27%, 1960-69 = 26%).

An analysis of building permits granted for construction or expansion of roofed accommodation establishments indicates that 28% of accommodation units in the Region were built between 1971 and 1979 which means that a quarter of the tourism accommodation is quite modern. Forty-seven per cent of these new units are located in the Duncan/Victoria/Gulf Islands area and 23% in the Nanaimo/Courtenay/Coastal Lowlands area. The remaining 29% are spread throughout five of the remaining 12 landscape units. Unfortunately information on upgrading of older facilities is not readily available.

2.3.3.2 Occupancy Characteristics

Annual hotel, motel and resort occupancy in the Region is approximately 64%, a 6% increase over the past two years (i.e. 1977-1979). This occupancy level is about 2% lower than the provincial average, although there was a 3% increase in the number of available room nights between 1977 and 1979.[12)] The Cowichan/Nanaimo Lakes Upland unit has a higher average rate of occupancy at 78% due perhaps to a 23% decrease in available room nights. The Campbell River/Discovery Passage area has a low annual average occupancy rate of 56% due perhaps to a 10% increase in available room nights.

Throughout the Region, there has been a slight decrease in the average provincial campground occupancy rates from 33% in 1977 to 32% in 1978 but at the same time there has been a 17% increase in the number of available site nights.[13)] Provincial campgrounds in the Campbell River/Discovery Passage area have an exceptionally high average annual rate of occupancy of 50% and have experienced a 12% increase in the number of available site nights. The Strathcona Park area campgrounds have a low average annual occupancy rate of 22% and have had a 35% decrease in the number of available site nights.

Average occupancy in the Pacific Rim National Park has increased by 4% in the past two years from 45% to 49% while available site nights have remained stable.[14)]

There is no readily available information as to occupancy rates for commercial campgrounds.

In terms of seasonality across the Region, approximately 32% of occupied room nights occur in the summer season. The fall and spring seasons account for 24% each, while 19% of occupied room nights occur during the winter. This pattern is quite constant throughout the Region with the exceptions of Cowichan/Youbou in the Cowichan/Nanaimo Lakes Upland area which has a higher average percentage of occupied room nights in the winter (23%) and Tofino/ Ucluelet/Sproat Lake in the Pacific Rim/Highway 4 area which has a higher than average percentage of occupied room nights in the summer (36%).[15)]

Fifty per cent of the public campgrounds in the Region and those private parks in the southeastern part of the Region are open year-round. Occupancy in the public campgrounds peaks noticeably during the months of July and August.

2.3.3.3 Source of Business

Tourists provide about 46% of occupied room nights in the hotels, motels, and resorts throughout the Region. Long term rental (weekly/monthly) accounts for another 24% while work crews consist of 18%. The remaining 12% is comprised of commercial (8.6%), convention (1.5%) and other (1.8%) sources. The Nanaimo/ Courtenay Coastal Lowlands (65.3%), Pacific Rim/Highway 4 (65.4%) and Campbell River/Discovery Passage (51.5%) areas have the highest percentage of tourist room nights. The Alberni Inlet area has the highest proportion of commercial (25.5%) and crew (44.2%) occupancy. Cowichan/Nanaimo Lakes Upland unit has over half of its accommodation (59.4%) devoted to long-term rental.16)

Public campgrounds are used exclusively by tourists. Private campgrounds, however, often accommodate work crews, long-term tenants, or provide permanent storage for recreational vehicles.

2.3.4 Transportation

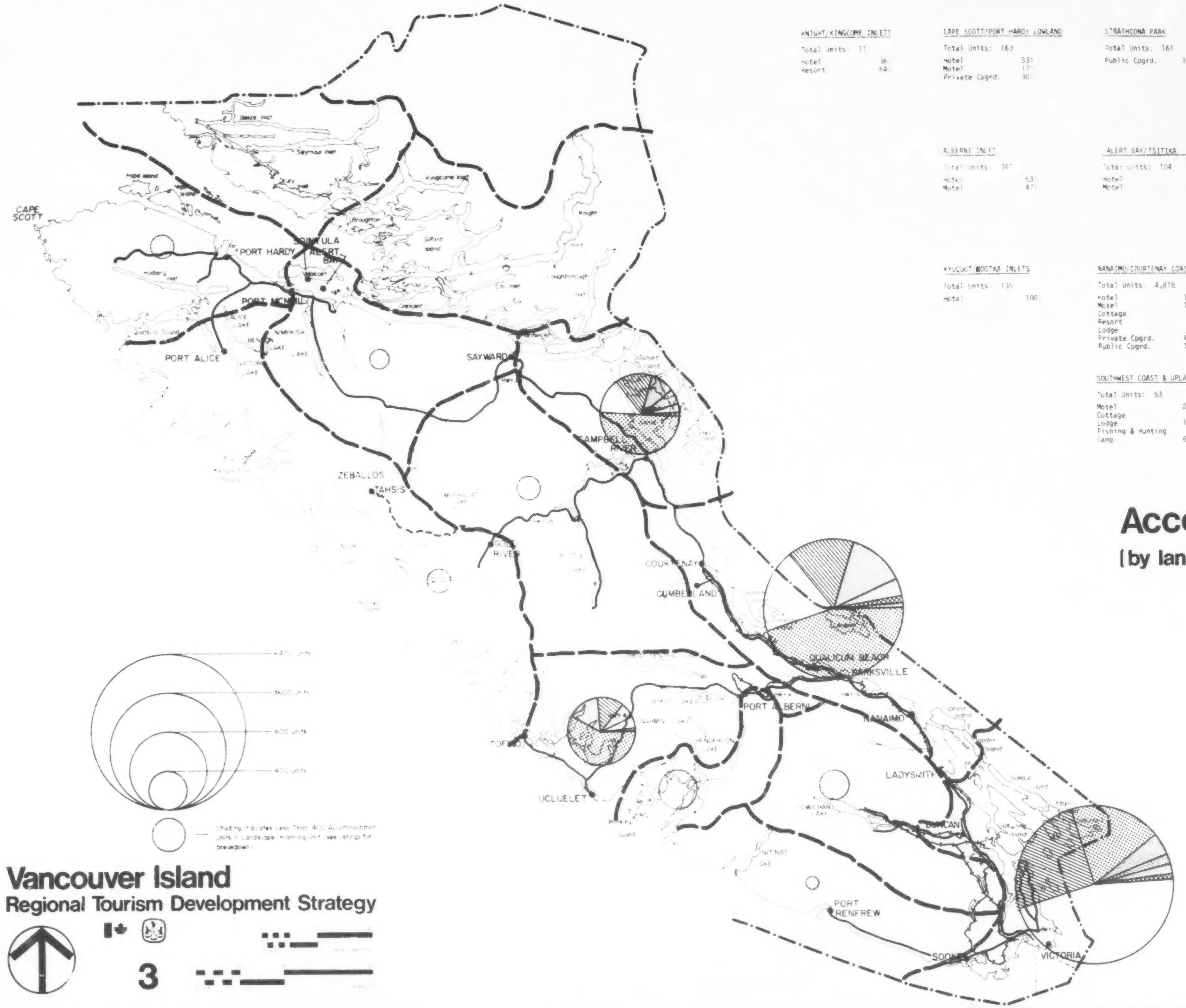
2.3.4.1 Introduction

Accessibility to a tourism attraction or facility is of major concern to both the tourist and the tourism facility operation. A person must be able to readily get to both the area in which the tourism facility is located and to the facility itself for it to be attractive to most tourists.

The following sections describe the major and some of the minor transportation facilities in the Vancouver Island Tourism Region.

2.3.4.2 Roads and Highways

All of the major roads in the Vancouver Island Tourism Region are located on Vancouver Island. Accessibility to other areas of the Region is generally by air or by water.


CAPE SCOTT
PORT HARDY
SOINTULA
ALERT BAY
PORT McNEILL
PORT ALICE
Seymour Inlet
Kingcome Inlet
Knight
Hope Island
Broughton
Gilford Island
SAYWARD
CAMPBELL RIVER
ZEBALLOS
TAHSIS
GOLD RIVER
COURTENAY
CUMBERLAND
QUALICUM BEACH
PARKSVILLE
PORT ALBERNI
NANAIMO
TOFINO
UCLUELET
LADYSMITH
DUNCAN
PORT RENFREW
SOOKE
VICTORIA
6400 Units
3600 Units
1600 Units
400 Units
Shading Indicates Less Than 400 Accommodation Units in Landscape / Planning Unit (see listings for breakdown)
▭ HOTEL
▨ MOTEL
▭ COTTAGE
▭ RESORT
▩ LODGE
▭ HUNTING AND FISHING CAMP
▩ PRIVATE CAMPGROUND
▭ PUBLIC CAMPGROUND

KNIGHT/KINGCOME INLETS

Total Units: 11

Hotel	36%
Resort	64%

CAPE SCOTT/PORT HARDY LOWLAND

Total Units: 163

Hotel	53%
Motel	17%
Private Cpgrd.	30%

STRATHCONA PARK

Total Units: 161

Public Cpgrd.	100%

PACIFIC RIM/HWY. 4

Total Units: 1,174

Hotel	5%
Motel	12%
Cottage	8%
Lodge	1%
Private Cpgrd.	59%
Public Cpgrd.	15%

ALBERNI INLET

Total Units: 347

Hotel	53%
Motel	47%

ALERT BAY/TSITIKA

Total Units: 104

Hotel	35%
Motel	65%

CAMPBELL RIVER/DISCOVERY PASSAGE

Total Units: 1,747

Hotel	14%
Motel	14%
Cottage	4%
Resort	6%
Lodge	1%
Private Cpgrd.	51%
Public Cpgrd.	10%

KYUQUOT/NOOTKA INLETS

Total Units: 135

Hotel	100%

NANAIMO/COURTENAY COASTAL LOWLANDS

Total Units: 4,818

Hotel	19%
Motel	16%
Cottage	4%
Resort	1%
Lodge	2%
Private Cpgrd.	45%
Public Cpgrd.	13%

COWICHAN/NANAIMO LAKES UPLAND

Total Units: 202

Motel	9%
Cottage	3%
Resort	9%
Private Cpgrd.	14%
Public Cpgrd.	65%

SOUTHWEST COAST & UPLAND

Total Units: 53

Motel	28%
Cottage	2%
Lodge	10%
Fishing & Hunting Camp	60%

DUNCAN/VICTORIA/GULF ISLANDS

Total Units: 6,779

Hotel	46%
Motel	25%
Cottage	2%
Resort	2%
Lodge	1%
Private Cpgrd.	19%
Public Cpgrd.	5%

Accommodation

(by landscape/planning unit)

Vancouver Island

Regional Tourism Development Strategy

3

THIS IS A WORKING DRAWING AND THE INFORMATION [illegible] NATURE AND TYPE OF DATA EVALUATED AND DOES NOT NEC[illegible]

Highway 17

Highway 17 is a four lane divided highway from Victoria to Sidney and Swartz Bay where it connects to the mainland via the ferry service. The southern portion of this road is the most heavily travelled route in the Region.17)

Trans-Canada Highway

The Trans-Canada Highway runs from Victoria (Mile 0) to Nanaimo and traffic volumes on this route are considerably less than on route 17.18) With the improvements to Highway 19 (discussed below) which have been recently completed and others which have been proposed, it is likely that traffic volumes on this road could increase.

Highway 19

This road is an extension of the Trans Canada Highway running north from Nanaimo to Port Hardy. The Highway runs through and connects most of the municipalities on the east coast of the Island. This makes for an interesting but relatively slow drive along this route.

As discussed with respect to the Trans-Canada Highway, the section of road from Kelsey Bay to Port Hardy has now been completed. This length of road is two lanes and built to a design speed which is in excess of 100 km/h.

The section of Highway 19 from Parksville to Campbell River is being studied with a view to improving this section of road. The two types of improvements being considered are improving and widening the existing road or maintaining the existing road and twinning it with a new highway which bypasses the existing towns.

Local groups in favour or against each of the routes are now making their views known.

The section of road between Courtenay and Campbell River is being studied and an environmental assessment of the possible routes is underway.

Highway 4

Highway 4 traverses Vancouver Island running from Parksville to Port Alberni to Long Beach. The section of road from Parksville to Port Alberni is a good two lane highway. Beyond Port Alberni it is still a highway but with some steep slopes and sharp turns that may be hazardous to tourists not familiar with this type of road. Summer traffic volumes on this route are relatively low (less than 1,500 vehicles per day). Improvements would be very expensive as a new route would be required to improve some sections.

Highway 28

Highway 28 joins Campbell River and Gold River.

Highway 18

This route joins Duncan and Lake Cowichan.

Highway 14

Highway 14 runs along the south edge of the Island from Victoria to Jordan River. Beyond Jordan River it runs to Port Renfrew as a gravel road.

Other Roads

The road network discussed above is also supplemented by a number of secondary and private roads. Many of the private roads are logging roads which are open to the public on weekends. Many of these roads would not be easily passible in a family car. They would, however, be suitable for four wheel drive or high clearance type vehicles.

The logging road from Port Renfrew to Shawinigan Lake is open to the public at all times.

All roads on Vancouver Island (except major highways) are subject to closure during the fire season. A closure could cause disruption in travel plans.

2.3.4.3 Scheduled Buses

The major bus line on Vancouver Island is Pacific Coach Lines. They offer scheduled service on the following routes (including way points):

Victoria to Vancouver via Swartz to Tsawwassen Ferry.
Regular service.

Nanaimo to Vancouver via Nanaimo to Horseshoe Bay Ferry.
Regular service.

Victoria to Nanaimo
Several times per day.

Nanaimo to Campbell River
Several times per day.

Campbell River to Port Hardy
Once per day (extra service every other day in summer).

Campbell River to Gold River
Once per day except Saturday

Nanaimo to Port Alberni
Several times per day.

A private bus line also operates a bus service on the Island running daily from Port Alberni to Tofino stopping at Long Beach.

2.3.4.4 Rail Service

Rail service in the Vancouver Island Tourism Region is very limited. The only route on which a passenger service is provided is from Victoria to Courtenay and waypoints. This route is serviced daily by VIA rail.

2.3.4.5 Air Service

Air travel is a very important mode of transportation in this Region. The Region is dotted with airports, airstrips, heliports and sea plane ports. The British Columbia Aviation Council has mapped over 70 of these ground facilities in the Region. As well, all coastal locations are accessible by float plane, even if seaplane facilities do not exist.

Major air service to the Region is provided to Vancouver Island with Air Canada and Canadian Pacific providing air service from Victoria to most major Canadian centres. Most flights stop in Vancouver. Many of the Air Canada flights to the east are linked with Pacific Western Airlines who carry passengers from Victoria to Vancouver where they must change planes and wait for connecting flights.

The other major airline operating in the region is Pacific Western Airlines. Pacific Western serves the following centres in the Region with 737 jet service several times per day:

Victoria;
Comox/Courtenay;
Campbell River;
Port Hardy.

Pacific Western connects these locations with most major centres in British Columbia as well as major cities in western Canada. Pacific Western also flies to Seattle.

Many minor airlines offer scheduled and non-scheduled service to and between various locations within the Region. Generally these carriers operate under Visual Flight Rules. As a result, during inclement weather, flights are often delayed or cancelled.

2.3.4.6 Ferry Service

Ferry service in the Vancouver Island Tourism Region is provided by about seven organizations offering more than 30 different routes to the Region and between areas in the Region. Most of the people travelling to the Region come from the greater Vancouver area. A less number come from northern coastal areas and from the United States.

Most of the ferries have the capacity to carry vehicles (cars, buses and commercial) making them simply an extension of the roads systems for many travellers. Others walk on or bicycle on for a day trip where the ferry ride is an important and scenic part of the outing.

The largest carrier in the Region, both in terms of number of ferrys and number of passengers carried is the British Columbia Ferry Corporation. They have 15 major ships and 10 minor ships operating on about 15 routes, most of which are in the Vancouver Island Tourism Region.19) Two more jumbo ships (362 autos and 1,466 passengers) went into service in 1981. The number of passengers riding the various routes varies from 4.5 million per year on Swartz Bay to Tsawwassen route to 72,400 per year on the Tsawwassen to Prince Rupert route. On some routes seasonal variations are small while on others the peak month can be as much as four times the minimum month.

Traditionally at peak times, such as summer weekends, the ferries on some routes do not have the capacity to meet the demand for vehicle space and consequently a wait of one or more sailings before boarding is not uncommon. There are few (if any) amenities at the ferry terminals to service or interest the tourist waiting for a ferry. On the other hand, passenger capacity is seldom reached.

The British Columbia Ferry Corporation is considering alternative routes between the Vancouver area and Vancouver Island to avoid Active Pass, a narrow part of the present route which is often congested with fishing boats and other vessels. A service from the mainland to Gabriola Island is being considered for the future.

A summer service between Seattle, Washington and Victoria is offered by the British Columbia Steamship Company Limited. The Princess Marguerite makes a return trip per day on this route.

2.3.4.7 Fixed Link Vancouver Island - Mainland

There has been considerable discussion and some study of the possibility and feasibility of providing a fixed link between Vancouver Island and the mainland. This link could possibly be in the form of a tunnel or floating structure. If construction of this link was to proceed it would significantly affect the demand for the various modes of transportation to and on Vancouver Island.

2.3.5 Tourist Service Centres

The travelling public has need of various tourist services which, depending upon the origin and sophistication of the traveller, can include: airports, customs clearance, public transportation, vehicle rentals, accommodation, licensed restaurants, grocery stores, fast food outlets, gas stations, automotive repairs, tourist information, health care facilities and a host of other related services. Since the complete assortment of these services can only be found in the very largest provincial centres, and the availability of detailed data is very limited, an assessment of only five categories of services has been developed for the communities within the Vancouver Island Tourism Region. These services: accommodation, tourist information centres, food services, automotive services and hospitals, are presented by landscape/planning unit and urban community in Table 8.

Accommodation includes both roofed (hotel, motel) facilities and campground/trailer parks; the emphasis in this category is on availability and choice - hence, number of establishments. Elsewhere in this plan (Section 2.3.3), accommodation for 1971 to 1979 is discussed in greated detail. Most of the data for Table 8 is derived from the 1980 provincial tourist Accommodation and Campground Directory, although it is recognized that not all accommodation is listed as some if not thought suitable for tourists. Accommodation data were also obtained from economic profiles that have been prepared for some of the Regional Districts. With regard to food services, there is no comprehensive guide which lists all restaurants by type and other food outlets such as grocery stores. Where relatively current specific figures are available as in the case of the Cowichan Valley, these have been presented. However, no original research has been undertaken. Tourist information refers to staffed tourist booths, many of which operate only during the peak tourist season, while automotive services generally refer to service stations offering fuel and usually some level of basic repairs and towing services. The availability of emergency health care and its distribution within the region is the concern behind the hospital location data.

In the Vancouver Island Tourism Region, Greater Victoria is the dominant tourist service centre offering a very wide range of accommodation and food services suitable for the tastes of all types of

TABLE 8

TOURISM SERVICE CENTRES: VANCOUVER ISLAND TOURISM REGION, 1980

Landscape Unit	Urban Centre	Population[1)] 1976 Census	Accommodation	Tourist Information Centre	Food Services	Automotive Services	Hospital
Mount Waddington							
Seymour Inlet							
Knight/Kingcome Inlets							
Cape Scott/ Port Hardy Lowland	Port Hardy	3,653	4M, 1C	Yes Seasonal	Yes	Yes*	-
Alert Bay/ Nimpkish Lake	Port McNeill	1,480	2 M	Yes, May-Sept.	Yes	Data not available	-
	Port Alice	1,497	1 M	Yes, Municipal Office Year Round	Yes		-
	Alert Bay	605		Yes, May-Sept.	Yes	Data not available	-
Campbell River/ Discovery Passage	Campbell River	13,775*	20 H,M	Yes Year Round	26 Restaurants	Yes*	-
			6 C		20 Food Outlets		
	Sayward/ Kelsey Bay		+400			Yes*	-
Strathcona Park							

TABLE 8 CONTINUED

TOURISM SERVICE CENTRES: VANCOUVER ISLAND TOURISM REGION, 1980

Landscape Unit	Urban Centre	Population1) 1976 Census	Accommodation	Tourist Information Centre	Food Service	Automotive Services	Hospital
Kyoquot/ Nootka Inlet	Gold River	2,000*	1 M	Yes, C of C Seasonal	Supermarket & Coffeeshop	Data not available	Yes
	Tahsis	1,800*	2 M		Yes	Data not available	-
Pacific Rim/ Highway #4	Tofino	612	9M, 2C & Gov't.	Seasonal	Yes	Yes	Yes
	Ucluelet	1,204	4 M	Seasonal	Yes	Yes	Yes
Alberni Inlet	Port Alberni	19,597	12 H, M	Yes Year Round	Yes	Yes	Yes
Nanaimo/ Courtenay Coastal Lowland	Courtenay	8,150*	10 M, 1 C	Yes Summer	33 Restaurants (1977)	Data not available	Yes
	Comox	6,000*	7 M, 2 C	-	45 Food outlets (1977)	Data not available	Yes
	Cumberland	2,000*	1 C	Yes July-Sept.	Yes	Data not available	-
	Qualicum Beach	2,145*	19M,H, 6C	Yes June-Sept.	Yes	Yes*	-
	Parksville	4,080*	18M,H, 9C	Yes June-Sept. & Gov't.	Yes	Yes*	-
	Nanaimo	44,400*	28H,M, 7C	Yes Year Round	81 Restaurants	35 Service Stations*	Yes
	Ladysmith	4,004	5 M, 5 C		3 Cafe, 3 Fastfood 6 Restaurants	7 Service Stations	Yes

TABLE 8 CONTINUED
TOURISM SERVICE CENTRES: VANCOUVER ISLAND TOURISM REGION, 1980

Landscape Unit	Urban Centre	Population[1] 1976 Census	Accommodation	Tourist Information Centre	Food Service	Automotive Services	Hospital
Cowichan/ Nanaimo	Lake	2,369	3 M, 1 H	Yes Summer Only	10 Restaurants	6 Service Stations	-
Southwest Coast & Upland							
Duncan/ Victoria Gulf Islands	Chemanius/ Croften	4,000	3 M	Yes Year Round	6 Restaurants Taverns & Cabarets	6 Service Stations*	Yes
	Duncan & North Cowichan	4,106 15,956	8 H, M 1 C	Yes Year Round	9 Fastfood 17 Family 14 Licenced	12 Service Stations*	Yes
	Greater Victoria	187,487	86 H, M 10 C	Yes Year Round	Yes, Many	Yes, Many	Yes Several
	Sooke	4,000	4 H, M 3 C	Yes	Yes	Yes	-

Sources: Ministry of Municipal Affairs, Statistics Relating to Regional and
1) Municipal Governments in British Columbia, June 1979.
2) British Columbia Health Association.
3) British Columbia Automobile Association
4) City of Nanaimo, Profile Nanaimo, 1979/80
5) Stevenson & Kellogg for the Cowichan Valley Economic Development Commission, Economic Profile of the Cowichan Valley Regional District, November 1979.
6) There are three other hotels but they do not cater to tourists.
7) Regional District of Comox/Strathcona, Economic Profile, 1980-81.
8) Nanaimo Regional District Commercial Land Use Study, Parksville/Qualicum Planning Area, Appendix I, 1980.
9) Nanaimo Regional District, Population Figures.

visitors, year-round information centres (i.e. Greater Victoria Information Centre, Vancouver Island Publicity Bureau and Tourism British Columbia Information Centre), several hospitals and multiple other health care facilities, most automobile services for a wide make of vehicles, a regional airport and ferry service to the Lower Mainland and the United States.

The second most important tourist service centre is Nanaimo, about one-quarter of the way up the Island. B.C. Ferry Corporation service into Nanaimo is an important ferry access point to Vancouver Island for travellers to the Island and those heading north to Prince Rupert. Nanaimo offers a high level of service in all key categories and, as a growing community, has recently undergone substantial improvement.

Port Alberni on the west side of Vancouver Island is the third largest community and does offer all key services but several others such as Campbell River and Courtenay/Comox, offer more accommodation and food services, although it should be recognized they are also more dependent on tourism.

On Vancouver Island, the areas with the highest level of tourist services are located in the populated east coast corridor, particularly from Parksville south to and including the Saanich Peninsula. To the north, services become more sparsely located with Courtenay/Comox and Campbell River being very important for Island Highway travellers. North of Campbell River in the Cape Scott/Port Hardy Lowland and Alert Bay/Nimpkish Lake landscape/planning units, services are much more limited and, for great stretches of new highway, non-existent. The west coast of the Island also has fewer services available with the exception of Port Alberni as most communities such as those in the Long Beach area have only recently opened with full tourist facilities, primarily the result of logging road development.

Generally, few West Coast communities offer services, especially in the Long Beach area, that equal visitor expectations. The northern mainland planning units comprise mostly wilderness areas and isolated forestry and fish camps; general tourist services are not available. Even the south-west tip of Vancouver Island to Port Renfrew and beyond is poorly serviced.

2.4 Human Resources

2.4.1 Introduction

The following section describes the demographic and socio-economic character of the Region. Trends in population and income growth, as well as the makeup of the labour force, are considered in terms of the implications for the tourist industry. The socio-economic character of the Region is also reflected in the events and attractions which have been developed. These are described in the third part of this section.

2.4.2 Regional Demography

The demography of the Vancouver Island Tourist Region is summarized in Table 9. The 1979 population is estimated at about 480,000 compared with 441,000 in 1976. Approximately half of the population is located in the Capital Regional District which includes the City of Victoria (1976 population - 65,551). Other major centres of population are Nanaimo (40,336), Duncan/North Cowichan (20,062), Port Alberni (19,597), Campbell River (12,072) and Courtenay (7,733). The population is predominantly urban with approximately 75% of the population living in municipalities of over 500 population and the remainder in small communities and rural areas.

TABLE 9

DEMOGRAPHIC CHARACTERISTICS: VANCOUVER ISLAND TOURISM REGION, 1971-1976

	Value			
Characteristics	1971 (A)	1976 (B)	Percentage[1] Change Over 1971 (C)	Index[2] (D)
Population (000)[3]	381.3	441.4	15.8	122
Age Distribution Percentage[3]				
Under 15 years	27.3%	22.9%	(1.6)	95
15-64 years	61.1%	65.2%	23.4	99
65 years and over	11.6%	11.9%	19.5	121
Average Family Size[3]	3.4	3.2%	-	97
Percentage of population 15 and over having Grade 11 or more education[3]	53.3%	64.5%	48.3	102
Average Real Income[4]	6,067	7,502	23.7	99

Notes:

1) Percentage change refers to changes in the numerical values of all components rather than changes in percentage distribution.

2) Index (D) compares 1976 regional values in Column (B) to the provincial average except for the population index which compares population growth (Column C) with that of the province. (BC = 100).

3) Central Statistics Bureau, Ministry of Economic Development Census Data by Tourism Region, Special Printout; unpublished; (Victoria, 1979).

4) Revenue Canada, Taxation Statistics (Ottawa, 1973 ed and 1978 ed). Average income per tax return expressed in 1971 dollars using Consumer Price Index, 1971 = 100.

Comparative growth rates indicate that other parts of the Island, particularly the Nanaimo area, are reducing the dominant position of Victoria in the region's economy. Of the North Island Regional districts, only Alberni/Clayoquot had a lower growth rate than the Capital Regional District.

As with most parts of the province, it was the 15 to 64 age group that experienced the fastest rate of growth and the distribution of growth among the age groups was close to that experienced in the province as a whole. There is a relatively high proportion of retirement age persons on the Island compared with the rest of the province and a lower proportion of under 15s. Average family size was slightly below the B.C. average in 1976. Level of education is slightly above the provincial average. Average income grew moderately faster in the Region than in B.C. as a whole and in 1976 was very close to the provincial average.

2.4.3 Economic Activity

Table 10 summarizes the employment situation in the Vancouver Island Tourism Region. The economy of the Victoria area is quite distinct from that of the North Island districts. Victoria is the provincial capital and the second largest city of the province. Though Victoria has a relatively large and diversified manufacturing sector led by wood products, food and beverages, and shipbuilding and repair, the economy is dominated by the tertiary sectors. Victoria is well-known internationally for its old world charm, its mild climate, and scenic environs, and tourism has become one of its leading industries. Primary industry in the Capital Regional District is limited mainly to the Western portion of the district. The economy of the Sooke and Port Renfrew area is based on logging and some sawmilling. Commercial fishing is also important in the Capital Regional District, though overshadowed by the tertiary sector; fishing supported nine fish processing plants in

TABLE 10

EMPLOYMENT: VANCOUVER ISLAND REGION, 1977/79

Major Sources of Economic Activity

Location	Level of Unemployment	Agriculture	Forestry	Fishing	Mines, Quarries and Oilwells	Forest Products Mfg.	Other Mfg.	Construction	Transportation, Communication, and Utilities	Trade	Finance, Insurance and Real Estate	Health, Education and Welfare	Tourism	Other Services	Public Admin. and Defence
Capital R.D. Metro Victoria	H	-	-	-	-	-	-	m	m	M	m	M	M	m	M
Cowichan Valley R.D.	H	-	M	-	-	M	-	m	m	M	-	M	m	-	-
Alberni-Clayoquot R.D.	A	-	M	m	-	M	-	-	-	M	-	m	-	m	m
Nanaimo R.D.	A	-	m	-	-	M	-	m	m	M	-	M	m	m	m
Comox Strathcona R.D.	H	-	M	-	-	M	-	-	-	M	-	M	m	m	M
Mount Waddington R.D.	B	-	M	M	M	M	-	-	-	m	-	m	-	-	-
Total Region	H	-	m	-	-	M	-	m	m	M	-	M	m	m	M

Notes: B = Below Average
A = Average
H = Above Average
S = Severe

m = Minor source of employment (5-10% of employment)
M = Major source of employment (over 10% of employment)
* = Planned or anticipated major new development

Sources (see attached)

TABLE 10 CONTINUED

Sources:	Metropolitan Victoria:	1977 estimates by Employment and Immigration, Canada Employment Centre, Victoria.
	Cowichan Valley R.D.:	Cowichan Valley Economic Development Commission, *Economic Profile of the Cowichan Valley Regional District,* 1977.
	Alberni-Clayquot:	Current estimates by Economic Development Commission of A.C.R.D. and Canada Employment Centre, Port Alberni.
	Nanimo:	1979-79 Labour Market Outlook provided by Economic Development Office, R.D.N.
	Comox Strathcona:	Planning Department of Comox Strathcona R.D.; Economic Profile of C.S.R.D., 1979.
	Mount Waddington:	Planning Department of Comox Strathcona R.D.; Economic Profile of M.W.R.D., 1979.

1976. The Gulf Islands are a popular retirement area with high potential for tourist development. The service industries are the predominant feature of the Gulf Island economy. Although not a significant employer, small farms are a distinctive feature of the Gulf Islands and Saanich Peninsula.

Forestry and forest products industries are dominant throughout the North Island regions. Mining is an important component of the economy in the Campbell River area, due to the Western Mines' copper, lead, and zinc mine on Buttle Lake; the largest mining operation is Utah Mines open-pit copper mine near Port Hardy. Commercial fishing is widely dispersed throughout the Region but represents a significant portion of the economy only in the Alberni/ Clayoquot and Mount Waddington Regional Districts. Most fish packing is done outside the Region either in Vancouver or in Prince Rupert. Agriculture, particularly dairy farming, is an important component of the economy in the Cowichan Valley and north along the east coastal plain as far as the Comox/Courtenay area. Dairy farming is almost exclusively for local consumption and is not a significant employer. Most processing is done in the Victoria area. Major forest products centres include the Duncan/North Cowichan area, Port Alberni, Campbell River and the pulp mill town of Port Alice. Nanaimo itself a major pulp and sawmilling centre, is fast growing and the major commercial centre serving the centre and the North Island. It has excellent strategic location as the terminus for the ferry from Horseshoe Bay, the only major auto link with the mainland north of Victoria. The development of new port facilities as well as sawmills and light industry at Duke Point is expected to expand Nanaimo's already dominant position.

The economy of the North Island area is almost entirely dependent on the primary sector. Hydro power is already in short supply and any major industrial expansion will require new power sources, the most likely option being lines from the mainland. This will make energy costs higher than for mainland based industries. Similarly, industries dependent on mainland markets or supplies experience high transportation costs, relative to mainland industries. For these reasons, only those secondary industries based on indigenous resources will likely be located on the Island.

There is opportunity for further exploitation of the forest resources particularly in the North Island and North Coastal areas of the mainland. More emphasis on forest management and intensive use of forest products will help to maintain employment in the area. Mining may play a more important role in the future if the recent improvement in world metal markets is sustained. There is also potential for greater rationalization of the fishing resource.

Tourist attractions in the area include excellent saltwater fishing, particularly in the Campbell River area, steelhead and other freshwater fishing, magnificent beaches along the west coast, skiing at Forbidden Plateau and Mount Washington, and pleasure boating among the many smaller islands and fjords of the coast as well as inland lakes. The area draws a large number of tourists, most of which are highway oriented.

2.4.4 Implications for Tourism Growth and Development

Despite its many tourist related resources there are major problems with continued growth of the tourist industry on the Island.

Tourism is in direct competition with the Island's major industry, forestry, for use of the land and resources. Congestion on highways and ferries limits the potential for further expansion of auto touring. Finally, despite new ski hill development, the Island is not expected to compete successfully with the mainland for winter visitors and can at best expect to hold the local ski market. Victoria, with its mild climate, year-round attractions and its position as the provincial capital can draw business and convention visitors to mitigate the problem of summer peaks. In the North Island, however, the season is very short. Thus the development and upgrading of facilities which would be required to accommodate increased peak traffic may be inordinately costly.

Rapid population growth should sustain a strong regional market. The high proportion of retired persons indicates a need for activities to appeal to this group.

Although unemployment is fairly high in many parts of the Region, demand for labour in the forest and fishing industries tends to peak in summer causing competition for available labour.

2.4.5 Events and Attractions

The existing events and attractions in the Vancouver Island Tourism Region illustrate clearly the current level of tourism development. Generally the Region's natural attraction base is very strong, but is heavily supplemented in parts of the region, especially the south, by extensive development of man-made attractions. (Appendix 2). The region is renowned for its beaches (which vary from the small protected beaches oriented to swimming activities to those exposed to the Pacific Ocean), its mild climate, especially in the winter, sport fishing, particularly for salmon, the scenic quality of the Gulf Islands and Discovery Passage and its abundance of marine life including sea lions and killer whales. Pacific Rim National Park on the Island's west coast capitalizes on the beach and marine life themes. The marine park system along the east coast is a boon to day sailors, fishing charters and charter cruises, while the area's outstanding scenery attracts major cruise ship tours. The caving areas in the Gold River/Port McNeill areas in the north end of the Island offer unique features of geology while the sense of the gigantic scale of the Region's rainforests is preserved in MacMillan Park. The area also offers five ski hills although the mild winters do not guarantee good snow, the capabilities of several hills are being assessed and in one case, Mount Washington, major expansion is underway. Mountain climbing can be carried out both in Strathcona Park and in the Mount Waddington area in the mainland and wilderness hiking is well established, especially in the parks and on the West Coast Life Saving Trail. Other more regional nature-based attractions include bird sanctuaries, fish hatcheries and spawning channels, waterfalls and freshwater fishing. The Pacific Rim National Park with a 1979 attendance of about 500,000 people is the current most popular attraction for which figures are available.

Man-made attractions are distributed primarily in the south and coastal areas, partly in recognition of the main settlement areas and their long-standing encouragement of tourism, and partly in recognition of the historic character of the Region, it being a seat of West Coast Native Indian culture and an area of early pioneering in British Columbia. The southern part of the region, particularly the area in Duncan/Victoria/Gulf Islands landscape/planning unit, has an abundance of man-made attractions. Butchart Gardens, whose annual attendance is approximately one-half million and the Provincial Museum with 1,110,000 visitors in 1979, are the most popular attractions. However, Sealand of the Pacific, which offers close-up views of marine life, the Marine Museum, the B.C. Forest Museum near Duncan and Fort Rodd Hill National Historic Park also are very popular, as was the Princess Marguerite20) boat trip to and from Seattle.

The Victoria area in particular also has numerous heritage buildings, special theme parks, amusements and museums, some especially for children. Throughout the Region, golfing is a popular pastime, with over 22 courses, of which at least 7 have 18 holes. Many are also open year-round because of the mild climate. There are a number of local museums distributed around the Region, some of which have good collections of artifacts. Both Alert Bay and the coastal community of Friendly Cove offer good examples of nature culture "in situ" while the Cowichan Indian Band around Duncan is well-known for its woollen products, almost considered indigenous Islanders' wear. Fishing villages with their commercial fleets are also popular scenic areas as well as the few well-established tour boat trips on the West Coast along the Alberni and Nootka Inlets. Also available to tourists are pulp and sawmill tours, scenic flights, arboretums, theatres and several fine gardens.

Because the winters are not severe (although rainfall can be very heavy), a good number of the natural attractions have a year-round capability for use. Parks like Pacific Rim National Park have a drawing power even in mid-winder while year-round saltwater fishing is possible because of the wide variety of salmon and ground fish species. Travel and hence enjoyment of scenery is also reasonably easy year-round. In addition, the southeastern part of the Region has a drier winter climate and a very early transition to spring, making the winter and shoulder seasons more attractive for some outdoor activities including sailing, golfing and hiking.

In the northern part of the Region, the majority of man-made attractions are seasonal, mainly summer. Some attractions such as the museums or tours could have extended seasons but the markets are not yet developed. However, the area around Victoria is extremely well-endowed with year-round attractions, in particular a large number of indoor museums and amusements which are open daily. Essentially, no matter what time of year, there are attractions and things to do, readily available year round, in the south.

Some new and enlarged attractions around the Region are now complete or being discussed. They include: a new museum based on a coal mining theme at Cumberland; expansion of Mount Washington to include a triple chair and on-hill accommodation; bus tours to introduce tourists to the Region's northern cave system; a proposal to develop a major horticultural school and international display garden complex on the Saanich Peninsula; a museum in Alert Bay which emphasizes Native Indian culture; a major marina and breakwater off Sidney; more marina space and tourist trailer launching at Port Alberni; possible expansion of the B.C. Forest Museum at Duncan; a convention centre in Victoria and a jetfoil service connecting Victoria and Seattle and Vancouver.

As a result of the Province's Funfest program for 1980, events have received more prominence than usual, resulting in more being scheduled than is normal (Appendix 2). The events that will occur in 1980 in this Region can be categorized as follows: all types of summer festivals; loggers' sports; fishing derbies; agricultural and fall fairs, as well as arts and craft fairs; flower shows; fly-ins for small plane owners; ethnic celebrations, especially with a German or Scottish theme; music festivals; and aquatic events such as raft and canoe races, regattas and sailing races. The great majority of events are slated for the summer, except in the south where there are more shoulder season events. Winter events are few, with only two winter festivals noted. Some of the more unusual events are: the vintage automobile tour from Victoria to Nanaimo, the Nanaimo International Bathtub Race from Nanaimo to Vancouver across the Strait of Georgia, the Medieval Fair at Nanaimo which features medieval dress and jousting, the Renaissance Fair in Courtenay (a crafts fair), and the Classic Boat Festival in Victoria where outstanding older boats, generally built prior to 1950, are on display. The events with the highest level of appeal are the two major sailing regattas, the Swiftsure and Victoria to Maui, and the Campbell River Salmon Derby.

Within the Region, certain landscape/planning units are more richly endowed with combinations of natural and man-made events and attractions. The Duncan/Victoria/Gulf Islands area ranks far above any other unit in quantity, diversity and season. Second is the Nanaimo/Courtenay area, then the Alberni Islet area. Considering their location and only recently improved access, the areas of Alert Bay/Tsitika, Pacific Rim/Highway 4 and Kyuquot/Nootka Inlets offer a combined attractions and events base which could be useful for further tourism development. Surprisingly, the Campbell River/ Discovery Passage area is very limited in events and narrow in its range of attractions although famous for its sport fishing.

2.5 Heritage Resources

The Region is rich in history which began with the occupation of Indian tribes before the arrival of the white man. The period of European exploration began about 1774, although permanent settlement did not commence until 1843 with the founding of Fort Victoria. A great deal of the Region's heritage of significant areas, buildings and artifacts has been preserved through the efforts of local and municipal historical societies while the most substantial and visible historic developments have been undertaken by Parks Canada Historic Parks Branch and the Provincial Heritage Conservation Branch.

Victoria, in particular, as the longest settled and most populous area, has the greatest number and variety of heritage resources. Many of the architectural elements have become an integral part of the city's character and have contributed substantially to the charm and appeal of the city for visitors and to the quality of life of the residents. The variety of the Region's historical resources can readily be organized by describing them under their appropriate theme periods.

2.5.1 West Coast Indian Theme

Perhaps the most internationally famous cultural/historical resource of the Region and the province is that of the West Coast Indians, a civilization that was flourishing at the time of European exploration and colonization.

The West Coast Native Indian culture has a fairly strong market profile as the tribes had achieved, in comparison with the hunting and gathering Native Indian cultures of the interior, a sophisticated and impressive level of material development, including carved totem poles, wooden long houses, ocean-going dugout canoes and an interesting and dynamic lifestyle, incorporating salmon fishing, sealing, whaling (practiced by the Nootka) and a complex social structure.

The Native Indian settlements were concentrated along the coastline of the Strait of Georgia, Juan de Fuca Strait, the fjords of the west coast of Vancouver Island and the fjords of the Southern Coast Mountains. The coastal environment with its bountiful food supply and wealth of raw materials allowed the development of a complex and vibrant culture typified by the totam pole and potlatch. Many of the artifacts have been preserved in museums, notably the British Columbia Provincial Museum in Victoria, as well as several smaller regional or local museums as at Campbell River, Port Alberni and Alert Bay. There are many locations where sites, abandoned villages and artifacts have been protected and/or excavated. The most notable and interesting building and totem pole sites occur at Alert Bay (Quakwielth Native Indian village with totem poles, longhouse, museum, Native Indian Day Celebrations) and Cape Mudge. The sites with archaeological interpretive potential include a 3,700 year old shell midden site on the west side of Gabriola Island; a shell midden, fortified refuge and burial areas on Valdes Island; a trench embankment embankment (fortified refuge) and stone cairn at Weir's Beach south of Victoria; and a shell midden and major winter village on the Songhees Native Indian Reserve at Esquimalt. Other visible evidence of the Native Indian culture occurs at the petroglyph sites (rock carvings) at Petroglyph Provincial Park south of Nanaimo, on Gabriola Island and at Sproat Lake Provincial Park. Undoubtedly there are numerous other areas with ethnographic interpretive potential but they have yet to be thoroughly examined by archaeologists.

Because of the exceptional nature of this Native Indian culture and its relatively low profile in the existing array of the province's historic resources, an ongoing study21) is underway to examine the available resources. The marketability of the West Coast Native Indian culture, its arts, crafts, and ways of life is quite high, thus the possibilities of preserving and/or restoring village sites as tourism attractions should be explored. The Native Indian people are emerging as an organized group and they must decide for themselves how, and to what degree, they should proceed with reviving their culture and crafts in a manner that respects their cultural needs and at the same time can be understood by visitors, as the Native Indian people at Alert Bay and Cape Mudge are presently able to do. The Heritage Conservation Branch appears to be sensitive to the needs of the Native Indians, as well as being cognizant of the significance of the resources.

2.5.2 Exploration - Fur Trade Theme

European exploration of the west coast was relatively recent, beginning in 1774 and 1775 with two brief Spanish expeditions sent north from Mexico. In 1778, Captain James Cook stopped for four weeks at Friendly Cove in Nootka Sound to refit his ship prior to an unsuccessful search for the Northwest Passage. This was the first lengthy contact of Europeans and Native Indians. It was his descriptions of the abundance of fish, timber and especially fur resources (notably the sea otter) that provided impetus for the trading expeditions that followed.

The Spanish later established a small fort at Nootka and between 1790 and 1792 mapping expeditions under Quimper, Narvaez, Galiano and Valdes were sent out to charter the Strait of Juan de Fuca and the Strait of Georgia. This early group is largely responsible for many of the Spanish names that appear on present day maps. Captain George Vancouver of the British Royal Navy, explored the mainland coast from the Columbia River to Southern Alaska at the same time. His passage in July 1792 through Discovery Passage and Johnstone Strait proved that Vancouver Island was not part of the mainland.

By the end of the century, in response to Captain Cook's reports, the "fur rush" was on as British, American, Russian and Spanish traders swarmed into the Pacific Northwest after sea otter pelts. The animals were so tame and trusting and the slaughter so ruthless that by the mid 1800's they became extinct on the coasts of British Columbia, Washington and Oregon. Rapacious energies were then focused on the seal populations with nearly the same results.

The continental fur trade also influenced settlement when, in 1843, the Hudson's Bay Company transferred their western headquarters from Fort Vancouver, Washington, to Fort Victoria. A limited degree of agricultural settlement was encouraged and population growth continued to the point that in 1849 Vancouver Island was declared a Crown Colony under British administration. From this point, although the fur trade continued as a profitable enterprise, it gradually declined in importance as other resources were developed.

2.5.3 Pioneer Settlement - Resource Development Theme

In 1853 the first agricultural community on the Island was started by the Hudson's Bay Company near Victoria with the arrival of 25 families of settlers. By 1854 there were 21 homes and a sawmill, threshing machine, flour mill, bakery, brick-making kiln, smithy, etc. in operation. The first island school, Craigflower School, was opened in March 1855. The Craigflower School and Manor, completed in 1856, are now restored and open to the public as provincial historic sites. Other historic museums dating from this period include Helmcken House (1860's), Metchosin School (1870's). Point Ellice House (1870's) (all in Victoria) and the Saanichton Agricultural Museum as well as various pioneer artifacts in museums around the Island, e.g. Courtenay and District Museum, Nanaimo Centennial Museum, Sidney Museum, etc. Cape Scott Provincial Park also harbours the remnants of an unsuccessful Scandanavian agricultural settlement circa 1900.

The undeveloped heritage resources of Ruckle Park on Saltspring Island have considerable potential for active interpretation and representation of the Pioneer Settlement. The 1860's original farm buildings are still in good repair as are a variety of period implements typical of the early agricultural period. In concert with the natural resource capability, there is an opportunity to develop the type of low intensity attraction that is in keeping with the rural character of the Gulf Islands.

The historic relations between whites and Native Indians also deserves some attention as the contact with the proud and often warlike tribes was not always smooth. Massacres of ship's companies occurred on several occasions, e.g. crews of the Boston in Friendly Cove 1803, and John Bright in Clayoquot Sound in 1869. The Royal Navy, acting as a sea-born police force, was required to use force or the threat of force on numerous occasions to enforce British justice and protect the small white populations.

Development of the wood and mineral resources provided the greatest impetus for settlement. Coal was discovered at the north end of the Island in 1835 and Fort Rupert was established by the

Hudson's Bay Company in 1849 when they brought in Scottish miners, the Island's first immigrants. The original trading store with its massive hand-hewn timbers still remains. Nanaimo was founded as a coal mining settlement in 1852. The Hudson's Bay Company built a bastion in 1853 which still stands today, perhaps the only original Hudson's Bay Company bastion still in existence. The most productive mine was opened in 1881 and when it finally closed in 1938 it was the oldest operating mine in British Columbia. A maze of tunnels extended for miles under the Strait of Georgia. The Nanaimo Centennial Museum and the Bastion, now housing a second museum, portray the history of mining as well as local pioneer and Native Indian artifacts. The city has also prepared a brochure for a heritage walking tour describing local history in relation to several late 19th century buildings, e.g. Globe Hotel, 1887. Nearby, Morden Colliery Provincial Park was established to protect the mine head and there has been no development other than structural containment. Any development will be several years in the future. Cumberland, just south of Courtenay, was also a former coal mining centre that has heritage interpretation potential with older buildings; it once housed a Chinatown of considerable size.

Commercial sawmilling began near Victoria early in the 1850s. Prior to this, logging for spars and masts for the Royal Navy was the main form of wood production. The abundant forests, their accessibility and the astonishing size of the trees was a major stimulus for the forest industry. As the more accessible stands were depleted, expansion of logging took place along the east coast lowland of Vancouver Island. Logging sites were close to tidewater so that timber could be floated to the sawmills, which in turn were located at sources of hydro-mechanical power. Bull teams and horse teams were used at first but the new technology donkey (steam) engines and narrow guage logging railways opened up the large stands of high volume timber available further from the coast.

The British Columbia Forest Museum at Duncan is a 90 acre outdoor museum with displays of historic logging equipment, an operating steam railway and a log museum building with smaller tools and old photos. The Link and Pin Logging and Pioneer Museum at Sayward has an operating donkey engine, truck and early logging tools on display as well. Thus the logging heritage that is the mainstay of the Island (and provincial) economy is quite well preserved and presented.

2.5.4 Gold Rush Theme

With the Cariboo gold rush at its peak period in the early 1860s, it appeared as though Vancouver Island, with the exception of its transhipment function for the interior goldfields, would be bypassed by all the excitement and development. However, in July 1864, gold was discovered at Leech Creek to the north of Sooke. It was said that Victoria was well-nigh deserted when the gold fever broke out. Within five months there were six general stores and thirty saloons in Leechtown. However, within two or three years the Island's miniature Barkerville had begun its decline and by 1870 only a handful of miners remained. To mark this early community, a cairn has been located at the former townsite along with a few collapsed buildings. The site does have some interpretive potential as the gravel beds still occasionally yield some gold. The Bedwell River near Tofino also had a minor gold rush and gold mining was carried on near Port Alberni, but little is known of their interpretive possibilities.

2.5.5 Maritime Heritage Theme

The abundance of the fishery resources has been a mainstay of the Native Indian populations since pre-Columbian times and the availability of the Pacific salmon in particular was instrumental in the development of the West Coast Native Indian culture. The Native

Indians harvested other marine resources as well, including shellfish, herring, eulochon (candlefish) seals and even whales. The Nootka were the only Native Indians to engage in the harpooning of whales (although all tribes made full use of any that were washed up on beaches). In their ocean-going canoes, with gracefully carved prows and flared sides (to repel waves), they would drive whales into the narrow fjords where they could be cornered and harpooned or they would hunt them in the open sea. In more recent time, whaling stations operated at Sechart near Tofino and Cachalot on Kyuquot Sound; the last operating station in Canada, which closed down in 1967, was at Coal Harbour on Quatsino Sound.

Early in the history of European settlement, salmon were taken, not only as an immediate food source, but also as an item for offshore trade in the form of salted or canned salmon. By the early 1900's, salmon canning was a well established industry with several canneries distributed around the Island, e.g. Quatsino, Alert Bay, Clayoquot, Alberni, Esquimalt and Quathiaski Cove (on Quadra Island). However, these and others were abandoned after 1928 when fishing pressure and interference with migratory rivers caused a drastic decline in salmon stocks. The abandoned buildings can still be seen in such places as Hot Springs Cove and Tofino Inlet.

A tragic, but nonetheless interesting, facet of the maritime theme is the fact that over 500 shipwrecks have occurred on the stormlashed west coast of Vancouver Island. The area around Tofino-Ucluelet has several wrecks in clear protected waters making it a veritable underwater museum for scuba divers. The area between Bamfield and Port Renfrew was called the "Graveyard of the Pacific" because of the regular occurrence of shipping disasters such as the loss of the passenger vessel Valencia in 1906 with the loss of 126 lives. The historic West Coast Lifesaving Trail was built in 1907 and 1908 to enable help to arrive along this inaccessible piece of coastline. The trail was abandoned after World War II with the advent of modern navigational and communications equipment. Parks Canada has been reconstructing a hiking trail along the 72 km route and there are plans to have the route included as part of Pacific Rim National Park.

Fort Rodd Hill National Historic Park overlooking the entrance to Esquimalt Harbour, contains three turn-of-the-century coastal gun batteries and reconstructed Fisgard Lighthouse, built in 1859, the first lighthouse on Canada's west coast. Interpretive displays and summer guides recount the history of the lighthouse and the fort.

At present, with the exception of the National Historic Parks and the Maritime Museum of British Columbia in Victoria, the small West Coast Maritime Museum in Tofino and occasional exhibits in the local museums, the maritime heritage of the Region has received a very low level of interpretation and development.

With the exception of the Duncan/Victoria/Gulf Islands landscape/planning unit with the Parliament Buildings, the historic sites/houses, the major museums and art galleries, the Region does not have a well-developed array of heritage resources even though there is a considerable variety that could be of interest to tourists. Further educational, restoration and development projects of quality historic resources especially those of the two most dynamic themes, West Coast Native Indian and Maritime, could contribute significantly to broadening the appeal of the region's heritage attractions.

2.6 Summary and Assessment of Tourism Resources

As outlined in Section 2.2.1, landscape/planning units have been identified and mapped for the Vancouver Island Tourism Region and an inventory of the natural resources completed (Figure 1). In previous sections of this chapter, other pertinent tourism resources were examined such as recreational lands and facilities, accommodation, transportation, events and attractions, population characteristics and historical resources. Based on this research, the planning team evaluated the resources of each landscape/ planning unit and the existing travel corridors to determine those units with the highest capability for tourism in the form of natural, physical, human and historical assets.

The Evaluation Matrix (Figure 2) lists vertically the various tourism attractions in the four major resource divisions and lists horizontally the Region's 14 landscape/planning units. An evaluation of travel corridors was not undertaken since Highway 1/19 is the only major corridor in the Region and the assessment of the various segments of the highway would be largely reflected in the totals for the corresponding landscape/planning unit. Each tourism asset within the landscape/planning units was evaluated and assigned a value varying from 0 to 3 with 3 being the highest value received and denoting an abundance and high quality of a particular asset.22) In this manner, within each landscape/planning unit, the comparative abundance or scarcity of the natural, physical, human and historic resources can be identified. For example, the Strathcona Park unit has considerable natural resource assets but a low level of development of the human and physical resources. Comparisons can also be made between units for each of the four resource divisions so that the totals for specific types of resources can be compared to see which has greater potential for development of attractions based on a given resource.

For summary purposes, the landscape units with the highest scores for each tourism resource type are listed below.

TABLE 11

SUMMARY EVALUATION OF HIGHEST RANKED LANDSCAPE/PLANNING UNITS BY KEY TOURISM RESOURCES

Landscape/Planning Units with

Best Natural Resources

1. Victoria/Duncan/Gulf Islands
2. Nanaimo/Courtenay Coastal Lowland
3. Pacific Rim/Highway 4
4. Alert Bay/Tsitika

Best Physical Resources

1. Victoria/Duncan/Gulf Islands
2. Nanaimo/Courtenay Coastal Lowland
3. Campbell River/Discovery Passage

Best Human Resources

1. Victoria/Duncan/Gulf Islands
2. Nanaimo/Courtenay Coastal Lowlands
3. Alberni Inlet

Best Historic Resources

1. Victoria/Duncan/Gulf Islands
2. Nanaimo/Courtenay Coastal Lowlands
3. Campbell River/Discovery Passage

The 14 landscape/planning units with their combination of topographic, biotic and climatic characteristics with scenic inland, coastal and marine settings provide a broad range of extensive and intensive tourism/recreation opportunities often in close proximity to one another. Geography, climate and history have determined that developments have a strong shoreline orientation.

The two landscape/planning units (Victoria/Duncan/Gulf Isalnds and Nanaimo/Courtenay Coastal Lowland) with the highest ranking in terms of natural resources as identified in the Evaluation Matrix are endowed with high water-based and moderate land-based tourism/recreation capability for intensive uses. The climatic regime heavily favours the warm weather season with extended shoulder season use as well. This facilitates the development of water-based resorts that can also provide some land-based opportunities. The third and fourth ranked landscape/planning units (Pacific Rim/Highway 4 and Alert Bay/Tsitika) have high water-based tourism/recreation capability as well, in both ocean and lake/river settings. The undeveloped nature of the landscapes also permits extensive and intensive land-based facilities as well. The climate with moderate temperatures and high winter rainfall generally favours the warm-weather season with some shoulder season use. Winter snow-based development opportunities are limited to high elevations due to the moderate temperatures and unreliable snowfalls.

With regard to developed physical resources, the most populated landscape/planning unit, Victoria/Duncan/Gulf Islands, ranks the highest, having the greatest availability of tourist services, accommodation, excellent travel corridors and widest array of recreation/leisure complexes such as golf courses, gardens and marinas. Following closely was the Nanaimo/Courtenay Coastal Lowland unit which has a better supply of unroofed accommodation but somewhat fewer special leisure complexes. Generally, both these units rank well ahead of the other units with the Campbell River/Discovery Passage landscape/planning unit coming third. This unit, with its water orientation, has a good supply of marine and forest service parks, and water-based resorts. Touring corridors are also reasonably good. The remaining units are far less developed, reflected in their lower inventory of physical resources. Several of the units have the capability to rank much higher but like Pacific Rim/Highway 4, currently lack both four-season activities and infrastructure such as water and sewer services.

The Victoria/Duncan/Gulf Islands landscape/planning unit with its wealth of man-made attractions including a wide range of museums, amusements and restaurants, diverse lifestyles from the low-key individualty of the Gulf Island residents, to the seat of provincial politics in Victoria, and a fairly well-developed set of events, ranked far above the other units within the human resources category. This unit, in fact, has long been attractive to tourists, primarily because of its human resource base, especially the urban architecture and its predominantly supportive attitudes towards tourism. Ranked second is the Nanaimo/Courtenay Coastal Lowlands landscape/planning unit, which has a substantial population base which, when combined with the residents' variety of lifestyles and very positive views toward tourism, creates the human resources from which further events and attractions development can proceed. Ranked third is the Alberni Inlet unit, whose residents also have recently expressed a desire to encourage future tourism development. A moderate level of popular attractions and events are to be found in the unit, with the port function being a very attractive aspect of the unit's economy. Several of the more northerly units have lifestyles and attitudes conducive to tourism but, until quite recently, have been somewhat isolated centres with small population bases.

Predictably, the two landscape/planning units with largest populations also have the major opportunities for the development of historic resources. The Victoria/Duncan/Gulf Islands unit with the provincial capital and the longest settled part of the Region has a high level of development of heritage resources from virtually all major theme periods. The Nanaimo/Courtenay Coastal Lowland has considerable heritage development opportunities particularly in the resource development (coal mining) theme as well as some representation of West Coast Native Indian and Fur Trade themes. The Campbell River/Discovery Passage landscape/planning unit is well-endowed with opportunities for interpretation of the West Coast Indian, Exploration and Maritime themes. However, the value of the resources has been realized only recently and thus they are not well developed. In general terms, the Region has notable but undeveloped opportunities for interpreting the heritage resources of the West Coast Native Indian theme and the Maritime theme that would be of considerable interest to visitors.

In summary, this region of the province has an abundance of high quality water-based tourism opportunities supported by considerable extensive and intensive land-based capabilities with the developed tourism infrastructure generally concentrated in the southeastern part of the Region.

The areas which currently have the most extensive tourism development and substantial capability in all four resource categories have been the units that have historically been the focus of tourism in the Region. These units: Victoria/Duncan/Gulf Islands and Nanaimo/Courtenay Coastal Lowlands, will undoubtedly continue to be important within the regional tourism framework. Some of the historic themes and recreation capabilities sustain further presentation/development and the physical resources in these units are under regular improvement. Not nearly so developed, but with good potential for further tourism investment, are the Campbell River/Discovery Passage, Pacific Rim/Highway 4 and Alert Bay/Tsitika landscape/planning units. Each of these units have good natural resource capability, much of it only minimally developed for tourism. Poor access has hindered their development, especially Alert Bay/Tsktika, but improvements have been made or are planned so that this situation will not be a problem for long. In addition, the perception of what the areas have to offer has been restricted to the most obvious (i.e. beaches, fishing, landscape) and only recently have special aspects such as heritage or marine animal life viewing begun to be appreciated. This evaluation matrix can assist in appreciating further tourism opportunities and those less recognized elements such as attitudes towards tourism.

Ranking somewhat further down are the Cape Scott/Port Hardy Lowland and Cowichan/Nanaimo Lakes Upland units. The Cape Scott/Port Hardy Lowland unit offers further historical interpretation, recreational opportunities including good fishing and a reasonably supportive attitude towards tourism. The unit also is complementary to the development of the Alert Bay/Tsitika unit. Further to the south, the Cowichan/Nanaimo Lakes Upland unit also has the ability to meet more local tourism/recreation needs generated out of Victoria as well as offering circle tours. Ranked not far below these units is the Alberni Inlet unit which has a good human resource base but more limited recreation opportunities. This unit's development could also tie in with the Pacific Rim/ Highway 4 unit, providing alternate activities and services for venturers to the National Park. The remaining units vary considerably in their capability. Historical and recreational resources in Kyotquot/Nootka Inlets are good, but access limited, while hitherto development in the Southwest Coast and Upland units and Strathcona Park has been minimal. Rugged isolated areas like Seymour Inlet do not have high capabilities for intensive tourism.

FOOTNOTES:

1. Survey of Sport Fishing in B.C.'s Tidal Waters in 1975, Fisheries and Marine Service, Vancouver, 1977.

2. Survey of Sportfishing in B.C. in 1975, Fish and Wildlife Branch, Victoria, 1977.

3. Economics of Wildlife and Recreation, Quadra Economic Consultants Ltd., 1977.

4. 3 Year Capital Development, Acquisition and Planning Program, Parks and Outdoor Recreation Division, Ministry of Lands, Parks and Housing, 1979.

5. Parks Data Handbook, Ministry of Lands, Parks and Housing, 1978.

6. Accommodation Guide and Campground Directory, B.C. Ministry of Tourism, 1980.

7. Resident Boating in Georgia Strait, Environment Canada, 1974.

8. Household Facilities and Equipment, Statistics Canada, 1971, 1974, 1976.

9. A General Survey of Non-Resident Boating Populations in the Gulf of Georgia, Fisheries and Oceans, 1979.

10. B.C. Inventory of Acccommodation Facilities (1979), B.C. Research.

11. B.C. Research

12. Pannell, Kerr, Forster & Associates, Regional Supply/Demand Analysis, 1979 (estimated for 1979).

13. 1978 Campground Attendance Profiles

14. Parks Canada

15. Mini-surveys 1979/80 by Pannell, Kerr, Forster & Associates for the Ministry of Industry and Small Business.

16. Ibid.

17. Summer Traffic Volumes for the years 1974 to 1977 on Provincial Highways in British Columbia, Traffic Engineering Branch, Ministry of Highways and Public Works.

18. Ibid.

19. All route and volume information provided by the B. C. Ferry Corporation, June 1980.

20. In 1980, the run was cancelled and replaced by a ferry and jetfoil service.

21. The Development of Native Tourism in British Columbia, 1980 (TIDSA).

22. Refer to Appendix 3, Evaluation Matrix-Criteria for Ranking.

3.0 TOURISM MARKET FORECASTS, VISITOR PROFILES AND DEVELOPMENT IMPLICATIONS

3.1 Introduction

The following Chapter describes the current development of tourist activity in the Vancouver Island Tourism Region. The use of tourism resources by visitors is considered in terms of the geographic origins of visitors to the Region, their socio-economic characteristics and the activities in which they participate. Short term trends in tourist activity are identified and the implications for future expansion are delineated.

3.2 Tourism Markets

3.2.1 Existing Markets

In the report, British Columbia Tourism Development Strategy, the types of resources which generate travel to or within British Columbia by the various market segments were identified. During the course of this study, the resources of each region have been evaluated in terms of the markets they could attract and the existing level of participation in various activities were estimated. The results for the Vancouver Island Tourism Region are shown in Figure 3, the Tourism Resource/Market Opportunity Matrix. For each of the market segments it shows the resources which generate travel in that market (Market Opportunity) the abundance of the resources available in the Region (Resource Opportunity) and the existing level of utilization of the resource (Existing Market). The resources are expressed in terms of the types of tourism-related activities which they generate. A comparison of these factors for each activity assisted the study team in identifying the potential for resource development and increased market penetration.

3.2.2 Perceived Markets

During the course of this study, briefs were solicited from tourism industry representatives, associations and other interested parties within the Vancouver Island Tourism Region. Forums were held in Campbell River, Parksville and Victoria at which these briefs were discussed. It was observed that the majority of tourists visiting Vancouver Island are residents of British Columbia, many of whom live in the Lower Mainland, and Albertans. Americans living primarily in California, Washington and Oregon also visit and have set up a small, summer "retirement community" in Campbell River. Surveys indicate that, in fact, the United States is the largest market segment after British Columbia residents. The number of international tourists is fairly small but increases annually. They are primarily from Japan, the United Kingdom and West Germany. More packages are available now and are seen to be important for future development. An increase in the number of fly/drive tourists has also been noticed. Vancouver Island is seen as a popular destination for family camping vacations. The less developed North Island and Gulf Islands are seen as attracting self-sufficient tourists who like physical activity and the outdoors. It is felt that there might be some potential in developing more packages (e.g. fly/drive, and scuba diving in the Gulf Islands) and attracting the cruise ship business.

3.2.3 Market Opportunities

Vancouver Island has the second largest tourist industry of the nine tourism regions. Existing resources are not underutilized to the same extent as in some other parts of the province. However, from a review of the Resource Market Opportunity Matrix, it can be seen that there is potential to improve the level of market penetration in several areas. The Region has excellent resources for saltwater related sports and a diverse environment offering urban cultural attractions as well as unique wilderness areas. Sports such as scuba diving and spelunking could be further exploited by all market segments. Others of the more well-known island attractions such as saltwater boating and fishing could broaden their current market base. Table 12 summarizes the type of activities which could be expanded with further development and promotion. It also indicates the market segments to which these efforts could most effectively be directed.

TABLE 12

SUMMARY OF SPECIALTY MARKET DEVELOPMENT OPPORTUNITIES
VANCOUVER ISLAND REGION

Specialty Market	International	U.S.A.	Interprovincial	Provincial	Regional
Saltwater Boating/ Touring	X		X	X	
Saltwater Sports Fishing	X			X	
Scuba Diving		X	X	X	X
Hunting Water Fowl				X	
Wilderness Camping				X	
Hiking				X	
Spelunking	X	X	X	X	
Snowmobiling					X
Viewing Natural Landscapes	X				
Natural Parks	X		X	X	X
Fish Culture					X
Recreational Flying				X	X
Museums	X	X	X		
Ethnic Settlements					X
Marine Resorts				X	

(X) Development Opportunity

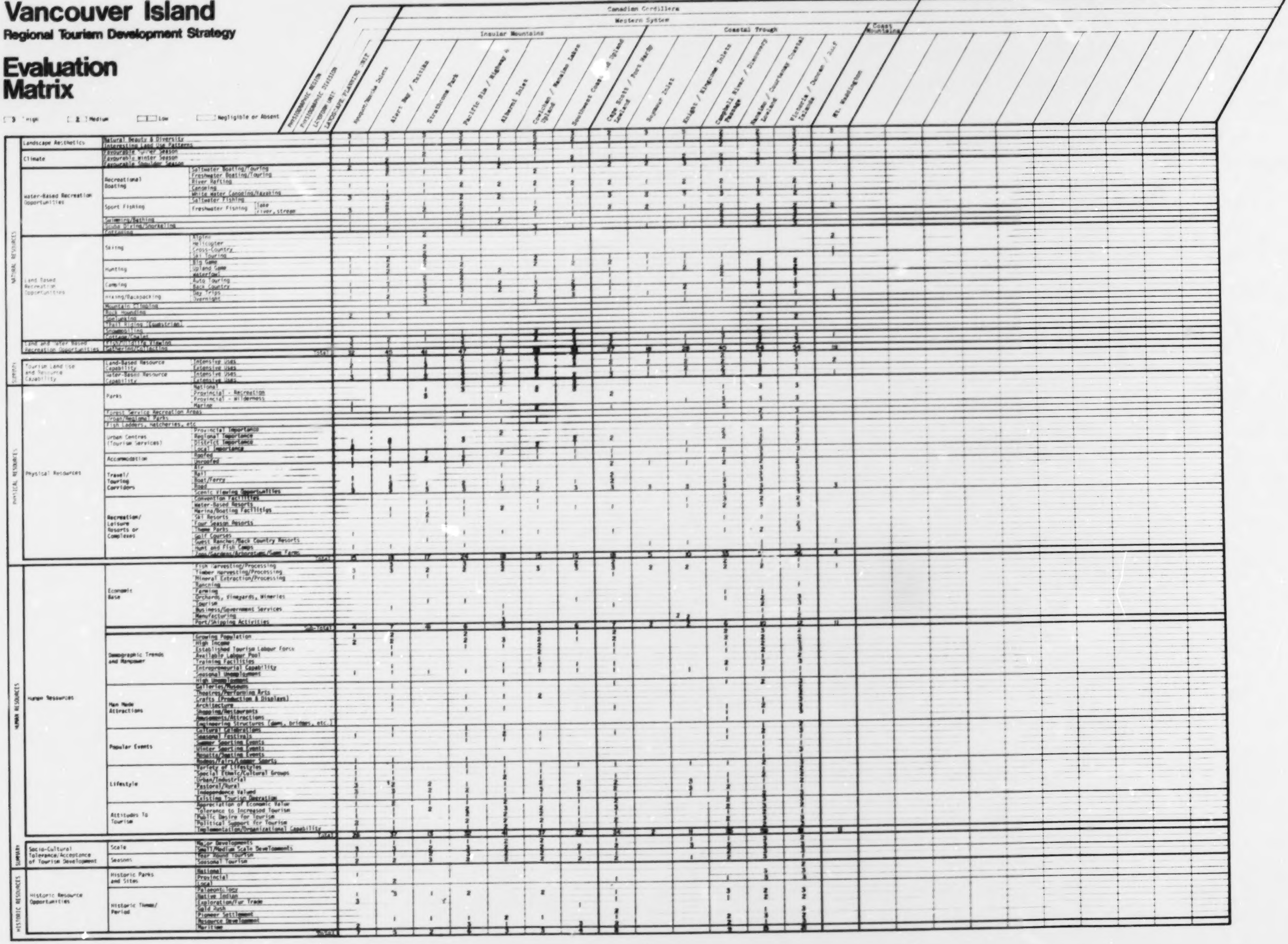
Figure 2

Vancouver Island

Regional Tourism Development Strategy

Evaluation Matrix

3 High · 2 Medium · 1 Low · Negligible or Absent



PHYSIOGRAPHIC REGION: Canadian Cordillera
PHYSIOGRAPHIC DIVISION: Western System
LANDFORM UNIT: Insular Mountains · Coastal Trough · Coast Mountains
LANDSCAPE PLANNING UNIT:

- Insular Mountains: Kyuquot/Nootka Inlets; Alert Bay / Tsitika; Strathcona Park; Pacific Rim / Highway 4; Alberni Inlet; Cowichan / Nanaimo Lakes Upland; Southwest Coastal Upland
- Coastal Trough: Cape Scott / Port Hardy Lowland; Seymour Inlet; Knight / Kingcome Inlets; Campbell River / Discovery Passage; Nanaimo / Courtenay Coastal Lowland; Victoria / Duncan / Gulf Islands
- Coast Mountains: Mt. Waddington

NATURAL RESOURCES	Landscape Aesthetics	Natural Beauty & Diversity	
		Interesting Land Use Patterns	
	Climate	Favourable Summer Season	
		Favourable Winter Season	
		Favourable Shoulder Season	
	Water-Based Recreation Opportunities	Recreational Boating	Saltwater Boating/Touring
			Freshwater Boating/Touring
			River Rafting
			Canoeing
			White water Canoeing/Kayaking
		Sport Fishing	Saltwater Fishing
			Freshwater Fishing – lake
			Freshwater Fishing – river, stream
		Swimming/Bathing	
		Scuba Diving/Snorkeling	
		Cottaging	
	Land Based Recreation Opportunities	Skiing	Alpine
			Helicopter
			Cross-Country
			Ski Touring
		Hunting	Big Game
			Upland Game
			Waterfowl
		Camping	Auto Touring
			Back Country
		Hiking/Backpacking	Day Trips
			Overnight
		Mountain Climbing	
		Rock Hounding	
		Spelunking	
		Trail Riding (Equestrian)	
		Snowmobiling	
		Cottage/Chalet	
	Land and Water Based Recreation Opportunities	Land/Wildlife Viewing	
		Gathering/Collecting	
		Total	
SUMMARY	Tourism Land Use and Resource Capability	Land-Based Resource Capability	Intensive Uses
			Extensive Uses
		Water-Based Resource Capability	Intensive Uses
			Extensive Uses
PHYSICAL RESOURCES	Physical Resources	Parks	National
			Provincial - Recreation
			Provincial - Wilderness
			Marine
		Forest Service Recreation Areas	
		Urban/Regional Parks	
		Fish Ladders, Hatcheries, etc	
		Urban Centres (Tourism Services)	Provincial Importance
			Regional Importance
			District Importance
			Local Importance
		Accommodation	Roofed
			Unroofed
		Travel/Touring Corridors	Air
			Rail
			Boat/Ferry
			Road
			Scenic Viewing Opportunities
		Recreation/Leisure Resorts or Complexes	Convention Facilities
			Water-Based Resorts
			Marina/Boating Facilities
			Ski Resorts
			Four Season Resorts
			Theme Parks
			Golf Courses
			Guest Ranches/Back Country Resorts
			Hunt and Fish Camps
			Zoos/Gardens/Arboretums/Game Farms
		Total	
HUMAN RESOURCES	Human Resources	Economic Base	Fish Harvesting/Processing
			Timber Harvesting/Processing
			Mineral Extraction/Processing
			Ranching
			Farming
			Orchards, Vineyards, Wineries
			Tourism
			Business/Government Services
			Manufacturing
			Port/Shipping Activities
		Sub-total	
		Demographic Trends and Manpower	Growing Population
			High Income
			Established Tourism Labour Force
			Available Labour Pool
			Training Facilities
			Entrepreneurial Capability
			Seasonal Unemployment
			High Unemployment
		Man Made Attractions	Galleries/Museums
			Theatres/Performing Arts
			Crafts (Production & Displays)
			Architecture
			Shopping/Restaurants
			Amusements/Attractions
			Engineering Structures (dams, bridges, etc.)
		Popular Events	Cultural Celebrations
			Seasonal Festivals
			Summer Sporting Events
			Winter Sporting Events
			Regatta/Boating Events
			Rodeos/Fairs/Logger Sports
		Lifestyle	Variety of Lifestyles
			Special Ethnic/Cultural Groups
			Urban/Industrial
			Pastoral/Rural
			Independence Valued
			Existing Tourism Operation
		Attitudes To Tourism	Appreciation of Economic Value
			Tolerance to Increased Tourism
			Public Desire for Tourism
			Political Support for Tourism
			Implementation/Organizational Capability
		Total	
SUMMARY	Socio-Cultural Tolerance/Acceptance of Tourism Development	Scale	Major Developments
			Small/Medium Scale Developments
		Seasons	Year Round Tourism
			Seasonal Tourism
HISTORIC RESOURCES	Historic Resource Opportunities	Historic Parks and Sites	National
			Provincial
			Local
		Historic Theme/Period	Paleontology
			Native Indian
			Exploration/Fur Trade
			Gold Rush
			Pioneer Settlement
			Resource Development
			Maritime
		Total	

3.2.4 Market Forecast

Table 13 shows the forecast of person trips to the Vancouver Island Tourism Region for 1979 to 1983. Growth over the period is forecast at between 1.1% and 3.6% per year. Both the high and low forecast are based on an anticipated decline in the Islands' share of total tourism in British Columbia. Slow growth is expected over the short run due to the following factors: the present level of congestion on ferries and highways; the opening up of competing tourist destination areas in the north and in the interior; the development of Calgary as a gateway city which will benefit tourism in the south eastern regions of the province and finally, a continuing slow growth in the number of American tourists to British Columbia. The forecast breakdown of person trips by market segment in 1983 is as follows: B.C. residents, 48%-51%; other Canadians, 11%; U.S. residents, 35%-39%; other International visitors, 2%.

3.3 Visitor Profile

3.3.1 Traveller Characteristics

Table 14 shows the characteristics of travellers to the Vancouver Island Tourism Region by market segment. Children under 18 make up a slightly higher than average proportion of B.C. resident visitors but this is offset by a slightly lower than average number of children among other visitors. Otherwise the age breakdown is typical of tourists to B.C. as a whole.

Among tourists to the Region, educational levels except for technical school graduation are somewhat above the norm. This is reflected in somewhat higher income levels.

TABLE 13

MARKET FORECAST: VANCOUVER ISLAND TOURISM REGION - PERSON TRIPS (000)						
		FORECAST PERIOD				
MARKET		1979	1980	1981	1982	1983
B.C. Residents	H	1140	1190	1240	1290	1345
	L	940	955	970	990	1010
Other Canadians	H	260	270	280	290	300
	L	210	210	215	220	225
U.S. Residents	H	835	860	885	905	925
	L	830	845	840	830	825
Other International	H	45	50	55	60	60
	L	35	35	40	40	45
TOTAL	H	2280	2370	2460	2545	2630
	L	2015	2045	2065	2080	2105

TABLE 14

TRAVELLER CHARACTERISTICS: VANCOUVER ISLAND TOURISM REGION

CHARACTERISTICS		MARKET				ALL VISITORS
		B.C. RESIDENTS	OTHER CANADIANS	U.S. TOURISTS	OTHER INT'L.	
Age:	% Under 18	29	17	17	11	23
	18 - 24	15	12	7	11	11
	25 - 34	28	18	16	21	22
	35 - 54	17	32	32	29	25
	Over 54	11	21	28	28	19
Sex:	% Male	46	NA	NA	NA	46
	Female	54	NA	NA	NA	54
Education:	% Public School	20	NA	NA	NA	20
	High School	53	NA	NA	NA	53
	Technical/Vocational/Jr. College	3	NA	NA	NA	3
	University	21	NA	NA	NA	21
Family Income:	% Under $10,000	13	9	6	21	10
	10,000 - 20,000	47	27	24	22	35
	Over 20,000	40	64	70	57	55

Sources: B.C. Research; 1974 and 1979 Visitors Surveys and 1976 Residents Surveys.
Statistics Canada; Canadian Travel Surveys, 1977 2nd Quarter, 1978 3rd Quarter, 1978 4th Quarter.

3.3.2 Trip Characteristics

Table 15 shows the characterics of trips to Vancouver Island by market segment. As might be inferred from the age distribution a larger than average number of resident parties are accompanied by children (40%) but parties from outside the province are more predominantly made up of adults only.

A much higher than average proportion of trips are pleasure trips compared with personal or business trips and this is true for all market segments.

The nights per party spent in the Region is somewhat higher than in most other regions of British Columbia except for resident parties who tend to stay slightly less time than average for resident trips.

Though the automobile is by far the most important mode of transportation of travellers to the Region, this is not so true here as in other parts of British Columbia. Recreational vehicles are also less a factor in the region. Air, and of course, boat travel are correspondingly more important.

As would be expected by the relative low usage of auto and recreation vehicles, hotels and motels are more frequently used and campgrounds less frequently than elsewhere in the province. Homes of friends and relatives are by far the most important type of accommodation among resident visitors whereas motels are the major type for other market segments.

Among activities the rate of participation of British Columbia residents is low for business and conventions, and, not surprisingly, higher than average for fishing and boating. Sightseeing, shopping and visiting museums and historic sights are also relatively important activities for British Columbia residents. Sightseeing is by far

Vancouver Island

Figure 3

Tourism Resource/ Market Opportunity Matrix

MARKET OPPORTUNITIES

- ● Strong market generator. Many people will travel for this purpose.
- ○ Weak market generator. Some people will travel for this purpose; more will participate if available.
- ☐ Poor market generator. Few people will travel for this purpose; more may participate if available.

RESOURCE OPPORTUNITIES

- ● Abundant resource opportunities both existing and potential.
- ○ Moderate opportunities both existing and potential.
- ☐ Severely limited or no opportunities available.

EXISTING MARKET PARTICIPATION LEVEL

- ● High levels of participation. Many people presently travel for this purpose.
- ○ Moderate levels of participation. Appreciable numbers of people presently travel for this purpose.
- ☐ Low levels of participation. Few people presently travel for this purpose.

MARKET SEGMENTS AND RESOURCE OPPORTUNITIES

TOURISM RECREATION OPPORTUNITY				International Market			U.S.A. Market			Inter-provincial Market			Provincial Market			Regional Market		
				Market Opportunity	Existing Market	Resource Opportunity	Market Opportunity	Existing Market	Resource Opportunity	Market Opportunity	Existing Market	Resource Opportunity	Market Opportunity	Existing Market	Resource Opportunity	Market Opportunity	Existing Market	Resource Opportunity
NATURAL RESOURCES	Water-Based Recreation Opportunities	Boating	Saltwater Boating/Touring	○		●	●	●	●	●	○	●	●	○	●	●	●	●
			Freshwater Boating/Touring			○	○	○	○	○		○	●		○	●	○	○
			River Rafting	○			○			○			●			●		
			White water Canoeing/Kayaking	○		○	○		○	○		○	○		○	○	○	○
			Canoe Tripping	●			●	○		●			●	○		●	●	
		Fishing	Saltwater Sportfishing	○	○	●	●	●	●	●	●	●	●	○	●	●	●	●
			Freshwater Sportfishing	○		○	○	○	○	○	○	○	○	○	○	●	●	○
		Swimming/Bathing				○	○	○	○	○		○	○	○	○	●	●	○
		Water Skiing				○		○	○	○		○	○	○	○	●	●	○
		Scuba Diving/Snorkeling				●			●	○	○	●	○	○	●	●	●	●
	Land-Based Recreation Opportunities	Skiing	Alpine	●		○	●	○	○	●		○	●	○	○	●	●	○
			Helicopter	●			●			●			○			○		
			Cross-Country	○		○	○		○	○		○	●		○	○	●	○
		Hunting	Big Game	○			○			○		○	○		○	●	●	○
			Small Game				○			○			○		○	●	●	●
			Water Fowl										○		○	●	●	●
		Camping	Auto Touring	●		●	●	●	●	●	●	●	●	●	●	●	●	●
			Wilderness	●		●	●	●	●	●	●	●	●		●	○	●	●
		Hiking/ Backpacking	Day			●		●	●		●	●	●		●	●	●	●
			Overnight	●		●	●	●	●	●	●	●	●		●	●	●	●
			Winter			○			○			○	○		○			●
		Mountain Climbing		○		○	○		○	○		○	○		○	○		○
		Spelunking		○		●	○		●	○		●	○		●	○	●	●
		Picnicking				○	○	○	○		○	○	●	●	●	○	●	●
		Cottaging				○	○	○	○	○	○	○	○	●	○	●	●	●
		Snowmobiling				○			○			○	●		○	●	○	●
	Land and Water-Based Recreation Opportunities	Viewing Natural Landscape Features		●		●	●	●	●	●	○	●	●	●	●	●	●	●
		Wildlife Viewing		○		○	○		○	○		○	○		○	○		●
		Gathering/Collecting		○		●	○	○	●	○	○	●	○		●	○		●
		Photography/Painting		●		●	●	●	●	●	○	●	●	●	●	●	●	●
MAN-DEVELOPED/MAN-CONTROLLED RESOURCES	Natural Resource Opportunities	Natural Parks and Sites	National	●		●	○	○	●	●	○	●	○	○	●	○	○	●
			Provincial	○		●	○	●	●	○	○	●	●	●	●	●	●	●
			Marine	○		●	●	○	●	○		●	●	○	●	●	○	●
		Game Farms											○			○		
		Fish Culture/Ladders				●			●	○		○	○		●	○	○	●
	Air-Based Recreation Opportunities	Hang-Gliding					○			○	○	○	○	○	○	○	○	○
		Sky Diving											○			○	○	
		Gliding								○			○			○	○	
		Recreational Aircraft					○	○	○	○	○	○	○	○	●	○	○	●
	Historic Resource Opportunities	Historic Parks and Sites	National	○		○	○	○	○	○	○	○	○	○	○	●	○	○
			Provincial	○		○	○	●	○	○	○	○	○	○	○	●	○	○
		Museums	National	○			○	○		○			○			○		
			Provincial	○		●	○	○	●	○	○	●	○	●	●	○	●	●
			Regional			●		○	●		○	●		○	●	○	○	●
	Cultural Resource Opportunities	Population Centers	Cities	○	●	●	●	●	●	●	●	●	●	●	●	●	●	●
			Ethnic Settlements	○	○	●	○	○	●	○	○	●	○	○	●	○		●
		Cultural Attractions	Fairs/Celebrations		●		○	●	○	○	●	○	●	●	●	●	●	●
			Crafts/Events		●			●	○	○	●	○	●	●	●	●	●	●
			Galleries/Musems	○		○		○	○	○	○	●	○	○	●	○	●	●
	Recreation/ Leisure Developments	Recreation/ Leisure Resorts Complexes	Marine Resorts	○		●	○	●	●	○	○	●	○	○	●	○	●	●
			Hot Springs Resorts			○	○		○	○		○	○		○	○		○
			Wilderness Resorts	○		○	○		○	○		○	○	○	○	○	○	○
			Ski Resorts	○		○	○		○	●		○	●		○	●		●
			Convention Recreation Complexes				●	○		○	○	○	○	●	○	●	●	●
			Theme Parks			○	○		○	○		○	○		○	●	○	○
		Travel/ Touring Corridors	Air			○	○	○	○	○		○	●	●	○	○	●	○
			Rail	○		○	○		○	●		○	●		○	●		●
			Boat	●		●	●	●	●	●		●	●	●	●	●	●	●
			Car	●		●	●	●	●	●	●	●	●	●	●	●	●	●
	Industrial Developments/ Attractions	Engineering Structures	Dams/Generating Stations							○			●			●		
			Bridges/Tunnels										○			●		
		Industries	Fish Harvesting/Processing			●			●			●			●	○	○	●
			Timber Harvesting/Processing			●		○	●		○	●	○	○	●	○	○	●
			Wineries				○			○			○					
			Mining/Quarrying			○			●	○		○	○		○	○		○

Regional Tourism Development Strategy

TABLE 15

TRIP CHARACTERISTICS: VANCOUVER ISLAND TOURISM REGION

CHARACTERISTICS		MARKET				ALL VISITORS
		B.C. RESIDENTS	OTHER CANADIANS	U.S. TOURISTS	OTHER INT'L.	
Party Size:	Average Number of Persons	2.5	2.7	3.1	3.4	2.8
Party Composition:	% Single Adult	20	4	4	4	12
	Several Adults	40	61	61	61	51
	Adults with Children	40	34	34	34	37
Trip Purpose:	% Business	13	8	4	5	9
	Personal	6	1	1	2	3
	Pleasure	81	91	95	93	88
Trip Duration:	Average Nights per Party	3	18	13	38	9
Nights in Region:	Average per Party	3	5	3	6	3
Type of Transportation:	% Auto	69	59	72	31	68
	Recreational Vehicle	10	13	10	8	10
	Bus	6	1	2	8	4
	Air	9	24	10	46	12
	Rail	--	2	1	6	1
	Boat	6	*	1	--	3
	Other	--	1	4	1	2

* Less than 0.5%

TABLE 15 (Continued)

TRIP CHARACTERISTICS: VANCOUVER ISLAND TOURISM REGION

CHARACTERISTICS		MARKET				ALL VISITORS
		B.C. RESIDENTS	OTHER CANADIANS	U.S. TOURISTS	OTHER INT'L.	
Accommodation:	% Hotel	6	8	22	22	13
	Motel	13	38	40	28	27
	Friends and Relatives	48	24	9	25	29
	Cottages/Cabins	6	1	1	1	3
	Public Campgrounds	6	10	9	10	8
	Private Campgrounds	12	16	15	10	14
	Other	9	3	4	4	6
Activities:	% Business	13	8	4	5	9
	Convention	2	NA	Na	NA	2
	Shopping	54	27	28	24	40
	VFR	70	35	10	29	41
	Sightseeing	52	65	75	75	63
	Camping	17	13	10	10	14
	Fishing	22	11	5	5	14
	Hunting	1	*	*	*	*

TABLE 15 (Continued)

TRIP CHARACTERISTICS: VANCOUVER ISLAND TOURISM REGION

CHARACTERISTICS		MARKET				
		B.C. RESIDENTS	OTHER CANADIANS	U.S. TOURISTS	OTHER INT'L.	ALL VISITORS
Activities:	% Boating	24	10	4	10	14
	Skiing	1	NA	NA	NA	1
	Golf	4	NA	NA	NA	4
	Visiting Museums and Historic Sites	17	NA	NA	NA	17
	Attending Festivals and Events	22	30	34	26	28
	Swimming	NA	13	6	10	7
Expenditure:	% Accommodation	12	19	24	18	18
	Meals	18	23	24	23	21
	Groceries	11	6	6	8	8
	Transportation	30	21	16	18	23
	Recreation and Entertainment	5	7	9	8	7
	Shopping and Souvenirs	19	9	17	19	17
	Other	5	15	4	6	6
Average/Person/Day (1979 Dollars)		$18.00	$26.00	$32.00	$31.00	$25.00

Sources: B.C. Research; 1974 and 1979 Visitors Surveys and 1976 Residents Surveys.
Statistics Canada; Canadian Travel Surveys, 1977 2nd Quarter, 1978 3rd Quarter, and 1978 4th Quarter.
Reports on Specialty Markets Sponsored by T.I.D.S.A.

the most important activity among other visitors to the Region. Though no figure is available for museum attendance by out of province visitors, the attendance figures which do exist indicate a relatively high participation rate by all market segments in this activity. Festivals and events as well as boating have above average rates of participation by out of province visitors but the data suggest that a small proportion of the U.S. and other international visitors go to this Region for fishing. (Though low as a percentage, the figures indicate that about 36,000 Americans fished in the Region in 1978.)

Alpine skiing was not a significant draw to the Island according to the 1976 residents' survey. Although the Mount Washington area has been opened since 1976, this situation has probably not changed significantly because of competing facilities on the mainland.

Because such a large number of British Columbia residents stayed with friends and relatives their accommodation expenditures are somewhat below the provincial average. However, other visitors more often stay in hotels and motels so that their expenditures on accommodation are relatively high. Shopping and souvenirs are a higher than average proportion of total expenditures by Island visitors. All market segments, but particularly Americans, spend more per person per day than the average for visitors to the province.

3.4 Development Implications

3.4.1 General Marketing

The above forecast of person trips recognizes the serious transportation bottlenecks which prevent fast growth in the traditional auto touring markets. In the longer term, improvements in highways and use of the "super" ferries could speed up the growth in tourism to the Island. A more rational solution, however, would be to encourage the trend away from auto touring toward the use of private yachts and small planes. These markets would not likely generate fast growth in person trips, but have a greater potential in terms of expenditures per person trips than the self-sufficient auto touring/camping markets. To attract these markets, the development of main destination areas with a high quality and broad range of facilities is required. For example, marine resorts with good mooring facilities, boat rentals, organized scuba diving, fishing, spelunking and island hopping tours, as well as golf, tennis, swimming, restaurants and evening entertainment would attract the desired markets, while making full use of the Island's resources.

In the course of their 1979 survey of visitors to British Columbia, B.C. Research asked respondents to list their particular likes and dislikes about the regions they had visited. Visitors to Vancouver Island gave generally favourable responses to the people, the climate and the scenery. Victoria and its parks and gardens were mentioned favourably by a large number of respondents. Cleanliness was widely appreciated. There was some adverse response, however, to the quality of restaurants and roofed accommodation, and mixed response to campgrounds, beaches, resorts, ferries and cruise ships. Traffic conditions, driving habits, and road signage were often citied as dislikes as were high prices.

These responses tend to support the conclusion that the Region should aim at improving quality rather than trying to accommodate the mass markets.

3.4.2 Accommodation Requirements

In 1978, the Vancouver Island Tourism Region received an estimated 1,078,000 visitors, whose main destination was the Island. By 1983, this figure is expected to increase to between 2,105,000 and 2,630,000. These figures were adjusted to exclude day trippers and to include persons passing through en route to other regions. Applying the average number of nights spent in the Region by market segment results in an estimate of 6,140,000 person nights spent in the Region in 1978. By 1983, total person nights is expected to increase to between 6,268,000 and 8,022,000. Assuming no change in accommodation preferences over the short run, between 2,259,000 and 2,806,000 person nights will be spent in hotels and motels (including resorts and lodges) and 1,321,000 to 1,681,000 person nights will be spent at campgrounds.

In 1978, there were 8,452 units of roofed accommodations (excluding cabins and cottages) in the Region. An estimated 15% to 20% of these are occupied by work crews or semi-permanent residents. Total occupancy at hotels and motels was about 60%. Since no net additions should be made until an occupancy rate of 65% is achieved, no new hotel/motel units will be required to meet the demand anticipated in the low forecast. If the high forecast is reached, a net addition of 1,071 units will be required to achieve a 65% occupancy level.

There were 6,716 campsites in the Region in 1978. The estimated tourist demand spread over a 154 day season filled 41% of the capacity. If, as with the roofed accommodations an additional 15% to 20% of capacity was taken up by work crews and semi-permanent guests, this level of tourist demand is sufficient to maintain viable operations. To maintain an occupancy rate from tourists of 41% will require the addition of 141 units by 1983 at the low forecast level, and 1,974 units if the high forecast is achieved.

These estimates of demand are net figures and do not take into consideration any possible shifts either between subregions or among subregions or among the different types or qualities of facilities. In fact, a successful effort to attract the specialty, destination-oriented tourists could result in a greater shortage of resort hotel space than indicated and a correspondingly lower demand for campsites and roadside motels.

4.0 TOURISM ISSUES AND CONCERNS, OBJECTIVES AND LOCAL POLICIES

4.1 Introduction

Chapter 4 examines the social component of tourism in the Region. Current developments on Vancouver Island are described, along with the general attitudes found towards the tourism industry and tourism strengths and opportunities as perceived by residents of Vancouver Island; and the issues and concerns related to tourism development. Locally defined tourism objectives and policies are also listed. Discussions held during, and briefs received at, the three public forums (Campbell River, Parksville and Victoria) held on Vancouver Island; this process provided all the information and data for this chapter. A total of 102 individuals representing 80 groups attended the forums, and 46 briefs were submitted. Government and municipal groups were represented, as were numerous associations, societies and private individuals.1) The policy discussion is based on Regional District and selected Municipal documents.

4.2 General Attitude Towards Tourism

In a large part of the Island, tourism is too new or too undeveloped to cause reisdents to have strong feelings about it. Few negative comments were heard except for cautionary remarks about the protection of the environment. Most of Vancouver Island's communities have some ideas or plans to attract tourists to their region, although it would seem that many residents are fairly indifferent and some see it as an inconvenience without compensation. However, a number of people see tourism as a clean alternative to resource extraction and state that tourism can act as a lobbying force to help environmental protection and preserve historic resources.

In towns with a fairly well-developed tourism industry, like Campbell River, it is looked upon with friendly tolerance, as a mixed blessing. Locals accommodate most inconveniences and appreciate the economic benefits. Campbell River attributes tourism as a major factor in its planning and zoning. For example, they are gradually buying up waterfront lots in order to build a walkway along the harbour. Residents of Victoria also expressed very positive attitudes towards the tourism industry. In contrast, many Gulf Island residents look with trepidation upon the growth of tourism. They fear the impact of influxes of tourists on their small, rural islands and already resent the crowded ferries.

4.3 Perceived Tourism Strength and Opportunities

4.3.1 Perceived Tourism Strengths

The key strengths of Vancouver Island are felt to be its unspoiled wilderness, scenic beauty and mild climate. Numerous outdoor recreational activities are available: hiking, mountaineering, caving, beach combing, boating, scuba diving, camping, trail riding and hunting. Both fresh and saltwater fishing are available, and Campbell River is known as the "salmon capital of the world". Boats and guides are available for hire in many towns. There are two major parks on Vancouver Island, Strathcona Provincial Park and Pacific Rim National Park, and a number of smaller ones. There are numerous trails all over the Island, one of the most popular being the West Coast Trail. Skiing is also available at Forbidden Plateau, Mount Washington, as well as Mount Arrowsmith, Green Mountain and Mount Cain.

Another tourism attraction is the artistic and cultural life of Victoria with its museums, festivals, historic buildings, shopping and restaurants. The internationally famous Butchart Gardens is highly popular along with the annual events, the Swiftsure Yacht Race and Victorian Days. Also of interest are the heritage resources found on Vancouver Island - both European and Native Indian. The Gulf Islands with their unspoiled, rural atmosphere also attract many tourists.

4.3.2 Perceived Tourism Opportunities

Forum participants felt that the Island has much potential which is just waiting to be tapped, and each area has specific ideas for possible developments to attract tourists.

In the north, representatives from Port Hardy suggested the preservation of the nearby Quatse River Estuary as a bird sanctuary and from Port McNeill, the breakwater enlarged and the marina upgraded. The forum participants from Alert Bay area feel it needs a small craft marine service. Representatives from the Gold River area, on the west coast of the Island, want a boat ramp and the development of campsites on Nootka Island. Campbell River residents suggested that a convention centre be built, as well as better docking facilities, since fishing is the most popular tourist activity. Participants from the east coast community of Cumberland opted for a museum complex highlighting coal mining, and also the designation of their old China Town as a heritage site.

Further south, Parksville representatives suggested upgrading of their marinas. Similarly, in Long Beach area, one possibility is the development of more marine related facilities, such as a public boat launching ramp, boat rentals and charter services. Port Alberni representatives suggested that marine parks be developed at Toquart Bay and in the Broken Islands Group, located between Bamfield and Ucluelet on the West Coast. They felt that the Della Falls Trail should be upgraded, and Mount Arrowsmith Regional Park be developed for year-round use. Other suggestions are the use of logging roads (when open to the public) for scenic trips, and the development of the Port Alberni waterfront as a show piece, with a harbour cruise, seafood restaurants and a sailing ship replica. In the Nanaimo area, possible opportunities include the upgrading of Newcastle Island to include food concessions and an amusement park, and improvements to the downtown core. The waterfront could be developed to include a fishermen's wharf, farmer's market and craft centre. Nanaimo representatives feel a number of viable heritage features could be developed e.g., Morden Colliery, Newcastle Island and Petroglyph Park.

Many Gulf Islands residents want low key types of tourism which could include farm holidays, cottage rentals and small-scale camping facilities. One suggestion is the development of recreation services such as bike rentals, community hall activities and trail guides. Another possibility is the development of marine parks in this area. The Cowichan Valley representatives felt that there are opportunities for the development of a local heritage museum and more extensive use of the Community Centre for tourist related activities such as summer theatre, Native Indian dance competitions, arts festivals and seminars and conventions.

On the south end of the Island, the development of Sooke Arm as a centre for fishing charters is suggested. In Saanich, an International School of Gardening and Horticulture is being considered. A resort-hotel complex is being planned for the Tod Inlet area of Central Saanich. It includes a marina, golf course, campground and townhouses. A number of groups favour the purchase of Sidney Island by the government and its development into a marine park. Another suggestion that has been considered involves the construction of an East Coast hiking trail from Victoria to Port Hardy.

A "Capital Forest" concept was proposed by forum participants from Victoria to be located between Prospect Lake and Finlayson Arm. It could incorporate park areas, trails, restaurants, heritage homes and horse and bicycle rentals. Another suggestion is the development of outdoor recreation along the waterfront to include trails, connecting parks and a major footpath system. A number of groups feel that the Princess Marguerite, which sails to Seattle, should be kept in service as it is a major tourist attraction and facility.2)

4.4 Issues and Concerns Regarding Tourism Development

A number of issues have surfaced, some relevant to the entire Island and some just to specific areas. Of primary concern is maintenance of the environment and quality of life. This is especially important for the ecologically fragile Gulf Islands. The carrying capacity of these islands is quite limited and residents fear the impact of too many tourists on the limited road networks and in the too few campgrounds and recreational vehicle sites. It is felt that existing problems with water supply, and garbage disposal will be worsened, and there is already resentment about overcrowding and long lines at the ferries during the summer. Residents of these islands (notably of Hornby, Denman and Gabriola) want to retain the rural atmosphere. The Islands Trust, whose mandate is to preserve and protect the islands between Saanich Peninsula South and Denman and Hornby in the north, advocates low-impact tourism using moderately developed parks, bicycles and the bed and breakfast plan, for example. The Islands Trust, and many residents, feel that promotion and a development strategy are not needed for the islands since tourism should develop gradually and be kept at a low level. The ideas of using bigger ferries and building bridges between the islands are not popular, since they would cause greater influxes of tourists.

Across the Island, it is felt that the retention of sensitive areas and Crown Lands for ecological reserves is very important. There is strong concern over logging practices such as the use of chemicals, slash burning and clear-cut logging; at present there is little stream bank protection, and logging companies are also harming estuaries. Specific complaints were made about the granting of permission to log in the Tsitika River watershed, which offers good recreational opportunities. Several felt that conduct like this on the part of logging companies could have a detrimental impact upon potential tourism resources. Concern was also raised over marina development that may also harm the fragile estuaries and watersheds.

Specific complaints were received from the Campbell River area about overharvesting of salmon and shellfish by tourists, who take their limit every day and return home with large quantities of canned or frozen fish. Some tourists also interfere with the commercial production of crab, oysters and prawns by stealing from or disturbing the beds, some of which are held under leases and are a source of income. Resentment also exists to some extent because of overcrowding of Discovery Passage by tourists' boats in the summertime and the interference with favourite fishing spots.

Generally, complaints of overcrowding were few, with three exceptions: at the B.C. Ferry terminals (since no preference is given to residents), on the Island Highway (Highway 1), and in the campgrounds. It is felt that more campgrounds should be built, especially in the North Island, and that the Island Highway (part of which is one lane southward) should be widened. Something which causes major disruptions in both the lives of the residents and the tourism industry, are strikes by ferry service workers. Although little can be done to avoid them, they aggravate tourists who are apt to not revisit the region.

In areas like the Alberni Valley, a lack of infrastructure is seen to be a major problem e.g. sewage disposal for recreational vehicle sites. Here also complaints were heard about noise pollution, and the Regional District is making efforts to isolate recreational from residential areas.

Villages near major tourist attractions like Pacific Rim National Park, and the West Coast Trail do not feel they have the tax base to meet the needs of large numbers of tourists i.e., for water service, garbage and sewage disposal and policing, and would like financial assistance from the government.

4.4.1 Seasonal Aspects

Although the year-round climate of Vancouver Island is generally mild, most tourism activity takes place during the summer and little effort has been made to extend the season. This is in spite of the fact that many outdoor activities available on the Island, such as hiking, golfing, fishing and canoeing can be done virtually year-round. Also, possible areas of development for winter activities include skiing at Mount Washington, Mount Cain, and Forbidden Plateau, cross-country skiing and scuba diving packages. The latter has been very successful, but could benefit from a Dive B.C. promotion campaign. The tourist season could also be extended by offering more packages and circle tours throughout the Island. Victoria's cultural resources could also be promoted to encourage increased off-season use. Another possibility suggested was the development of more festivals concentrated in shoulder months. Also noted was the convention centre planned for Victoria (and is desired in Campbell River) which will permit seminars and conferences to be booked during non-peak times.

4.5 Perceived Weakness as a Tourism Area

The main weakness of Vancouver Island as a tourist destination is considered to be, by Vancouver Island residents, primarily in the transportation and accommodation sectors. The ferry system is the Island's main link to the mainland and it is subject to poor schedules, strikes and fare increases. During the summer peak there are long lineups at all ferry terminals and complaints are also heard about the deterioration of the Esquimalt and Nanaimo Railway and its poor maintenance and service. It is felt that a number of the Island's smaller airports need to be upgraded: Patricia Bay, Nanaimo, Parksville/Qualicum and Tofino. Representatives of Comox Valley would like an airport built and have formed a steering committee to study its feasibility under the Air Transport Assistance Program. Residents of the Port Alberni area would also like an airport in their region.

It is felt that Victoria airport should be upgraded to international status with increased customs clearance service and the ability to handle larger planes. Triangular service between Seattle, Vancouver and Victoria is also suggested. Many people feed that the Island's roads could be improved and alternative highway routes developed to provide side tours. Specific examples of suggestions for upgrading are as follows: on Highway 19, between Campbell River and Parksville,[3] on the Trans-Canada, between Mill Bay and Thetis Lake Corner, on Highway 4, around Tofino, and between Parksville and the Alberni Valley. Better highway signage (especially on Highway 17), an Island travel guide and more tourist information centres are also deemed necessary.

Parts of Vancouver Island are weak in the accommodation sector, notably the North Island which, until recently, received relatively few tourists. More campgrounds and recreational vehicle sites seem to be needed all over the Islands. However, further south, accommodation and campsites are crowded in summer and are underutilized the rest of the year. A number of areas specified their need for more accommodation: the Comox and Cowichan Valleys, Nanaimo, Alert Bay and around Long Beach. Other towns feel they need primarily campgrounds and recreational vehicle sites: Port Alberni, Port McNeill, Port Hardy, Campbell River and Parksville.

4.6 Tourism Linkages

Many groups in Vancouver Island had numerous suggestions for the development of the tourism industry and are supportive of it. A number of groups are already linked actively to the tourism industry and could become more so in the future. For example, the Islands Trust suggested a number of ideas for the development of low impact tourism in the Gulf Island. The Campbell River Native Indian Band would like to profit from tourism (while keeping it separate from private life) and has opened a 125 site camping area near the Campbell River Estuary. The Band has also put forth a proposal to develop a combined commercial fishing and recreational boat marina near the Estuary. A number of associations are willing to get involved in the tourism industry: the Victoria Celebrations Society hosts a number of tour groups every year as well as travelling to festivals in other cities, the Comox Strathcona Natural Society offered its services as guides to interested tourists; and the Community Events Committee in the Alberni-Clayoquot Region District is helping to run and promote various events which can attract tourists. The Heritage Advisory Committee of Nanaimo has examined a number of ways to preserve and promote the Island's historic attractions which they believe would be of great interest to tourists.

4.8 Locally Defined Tourism Objectives

A number of objectives relating to future tourism development in Vancouver Island surfaced from discussions and submissions at the public forums. Although some opposition might exist, these objectives were brought up a number of times and seem to be fairly commonly held.

- Lengthen the tourist season through development and promotion of year-round activities.

- Extend the length of stay of visitors in the Region.

- Improve access to and transportation links around the Island.

- Expand tourism accommodation and facilities in the North Island.

- Explore possibilities for charters, circle tours and package tours, especially in less travelled regions.

- Maintain and guard environmental quality, especially on the fragile Gulf Islands and in estuaries.

- Encourage development of marine recreational activities: e.g. guiding, charter boats, scuba diving.

- Improve the dissemination and quality of promotional literature.

- Improve marina facilities on Vancouver Island.

- Explore development of more marine parks.

- Ensure slow, low impact development of Gulf Islands for tourism.

- Upgrade airports: Parksville-Qualicum, Tofino, Nanaimo, Victoria.

- Develop Vancouver Island's heritage aspect further.

- Develop a computer reservation and information system and toll-free lines for tourist use.

- Improve signage throughout the Island.

- Develop and upgrade trails on Vancouver Island.

4.8 Regional and Local Policies which Influence Tourism Development in the Region

Regional and local policies in the Vancouver Island Tourism Region are developed locally by the six Regional Districts[4)] and their constituent municipalities and the Islands Trust whose special mandate are the Gulf Islands shared by this Region and that of Southwestern British Columbia. While tourism is well established in the Vancouver Island Tourism Region, few of the regional districts have specific policy statements about tourism development with the exception of the Capital Regional District which has devoted substantial effort to understanding the tourism component of their economy, the Regional District of Mount Waddington and settlement areas within the Regional District of Alberni-Clayoquot.

Commencing at the north end of the Region (Port McNeill/Port Hardy areas and the mainland), the tourism industry is clearly recognized by the Mount Waddington Regional District$^{5)}$ as being a future growth area within the regional district's economy. Until 1979, when the Island Highway was completed from Sayward to Port Hardy and the Ferry Terminal relocated from Kelsay Bay to Port Hardy, the area was barely accessible by road. The Regional District feels that the area's natural recreation opportunities, scenery and historical heritage will form the basis of destination oriented travel in addition to the ferry pass-through traffic. Within the Official Regional Plan 1978 (Interim Plan), it is suggested that Alert Bay is capable of becoming a major tourist centre and that improved transportation services to Alert Bay, as well as harbour facilities, require examination. Most general tourist facilities are expected to be provided in Port Hardy, Port McNeill and possibly at Port Alice. The waterfront village of Telegraph Cove is viewed as being a tourist attraction itself, while potential was mentioned in the Coal Harbour community for "the future development of marine-oriented services, recreational and tourist facilities in Quatsino Sound". Recreation capability with a tourist draw includes sport fishing in Johnstone Strait, Quatsino Sound and local lakes, as well as outdoor recreation in the Nimkish Valley, Cape Scott Provincial Park and the outlying islands. Great emphasis is placed in the Plan on maintaining the new highway as a scenic and pleasant travel corridor with most tourist commercial development generally proposed to be located in Coal Harbour, Holberg, Nimpkish, Port Alice, Port Hardy, Port McNeill and Woss. Extension of the Island Highway to Holberg and Cape Scott is to be predicated upon local growth in those areas justifying the need.

The community of Coal Harbour[6)] is one community whose local planning currently reflects future tourism growth. The recent Official Coal Harbour Settlement Plan[7)] recognizes the marine oriented recreation potential of the community, especially the preferred location of tourist commercial development including restaurants, hotels, motels, marina and charter facilities. Of historic note is the intent to preserve remaining whale bones, a reminder of the unique role of the settlement as Canada's last whaling station. In Port Hardy, tourist accommodation is suggested as an appropriate use near the waterfront.

A little further south, the Regional District of Comox-Strathcona has in place, several policies which could affect tourism development. The Official Regional Plan[8)] is very environmentally minded with a strong emphasis on conserving the non-renewable resources of the regional district; preserving environmentally significant or unique areas, especially the Discovery Islands and the provision of tourist recreation sites in appropriate locations. Tourist commercial recreation uses are widely permitted but will be subject to restrictions to maintain environmental goals. Two particular, less developed areas of the Regional District are singled out for special policies - the West Coast, centred on Gold River and the Islands to the east between Vancouver Island and the Provincial Mainland. Generally, low intensity recreation is supported on the West Coast with specific tourist facilities (resorts motels and recreational vehicle campsites) to be in close proximity to the existing communities. The Islands are more subject to residential pressure but preservation of flora, fauna and scenery are considered critical, as well as retention of public control of the coastline and rejection of bridge access.

Within the Regional District of Comox-Strathcona, several regional park areas have been suggested, some of which, if developed, could have appeal in lengthening tourist visits. Of particular interest regarding access, is the suggestion for a new north-south inland highway to facilitate through traffic. Such a route would considerably shorten island travel time as tourists now have to pass directly through both Courtenay and Campbell River. Not mentioned were any statements on the role of tourism in the area's economy, nor specific tourist areas such as Strathcona Park, Forbidden Plateau, Mount Waddington or Campbell River fishing, although a Regional District Board policy states that such aspects now require consideration. The District Municipality of Campbell River9) now plays an important tourism role with the provision of "appropriate areas for the growth of tourist accommodation" acknowledged as a specific community goal. In addition, efforts are being made to protect the scenic quality of the Discovery Passage Waterfront.

The Nanaimo Regional District covers the area from Bowser and Qualicum Beach south to Nanaimo. Tourism is an important part of the regional district economy as the Qualicum-Parksville strip has long been a resort area, the City of Nanaimo is the location of major ferry access by B.C. Ferries; and the turn-off to Pacific Rim National Park across the Island is near Parksville. There is not yet an overall regional settlement plan, so few regional policies are in place which impinge directly on tourism. However, the Sub-Area Regional Plan of 1975 does speak broadly to the main tourism areas. Parksville is designated the key service centre north of the Nanaimo Regional District, the tourist aspect of Qualicum Beach is acknowledged as a supplement to the retirement component and concern was raised over the rate of tourist industry expansion in Shaw Hill-Deep Bay. During 1980/81 a series of settlement plans was under development to update guidelines for a number of areas within the region, some of which are subject to tourism pressures. The City of Nanaimo's current documents do not reflect specific tourism concerns but the municipal council is actively interested in encouraging tourism as evidenced in their live theatre proposal for the downtown and intent to increase boat moorage and ramp facilities.

To the west, in the Alberni-Clayoquot Regional District, the Official Regional Plan[10)] has been amended with increased emphasis on environmental quality. Vacation homes are permitted but local concern is that these not be converted to permanent residences, a phenomenon which has occurred already in the Sproat Lake area. The Regional District supports long term diversification of the area's economy although tourism is not specifically mentioned. Regarding access to this part of Vancouver Island, the Regional District sees the maintenance of the Tofino Airport as important and also proposes that a principal airport in the Alberni Valley be established. Most tourist accommodation is permitted primarily in or adjacent to a highway commercial area with hotels near established commercial centres. Special approval is required for resort fishing camp facilities if they are to be located in isolated areas.

Several communities within the Regional District have been specifically subject to tourist pressures, partly as a result of the establishment of Pacific Rim National Park. The small community of Bamfield[11)] at the head of the West Coast Trail is singled out for character retention, although some economic diversification is supported. Generally tourist commercial development is to be limited to essential services for fishermen and campers with camping facilities to be in the Park, rather than in Bamfield; already a major local problem is over-use of local services (garbage, water and sewerage). Bamfield is to be viewed as a neighbour to the Park, not an attraction in itself. In the Sproat Lake area,[12)] new provincial recreation facilities are encouraged to be developed in the Taylor Arm of the lake, away from the permanent residential areas. Expansion or development of new tourist facilities in the general established settlement area are still permitted but commercial viability is a concern in order to avoid the future derelict commercial development.

In line with regional policies most commercial development around Port Alberni is to be within the City boundaries; visitor accommodation in the Cherry Creek[13)]/Highway 4 corridor is to be limited. Settlement Plan development is currently underway in the West Coast[14)] area which includes Ucluelet, Tofino and Long Beach. A series of development alternatives are under consideration which will result in the designation of areas suitable for Ocean related resorts and growth nodes with water and sewage facilities. Specific areas currently suggested for growth (much of it related to Pacific Rim National Park) are: the ocean side of Esowista Peninsula, Port Stapleby, Tofino and Ucluelet commercial sections.

Regional District planning work is underway in the Cowichan Valley Regional District which encompasses Ladysmith south to Duncan and Cowichan Lake. Most tourist services are being proposed for concentration in Shawnigan Lake, Duncan, Chemainus and Ladysmith while low profile recreation is being discussed in the Cowichan Lake and Cowichan River corridor areas. Transportation plans revolve around continued upgrading of the Island Highway.

The southern part of the Vancouver Island Tourism Region is under the jurisdiction of the Capital Regional District[15)] which clearly recognizes the role of tourism as a major part of the region's economy. The regional district has taken the position of encouraging the broadening of the tourist season through year-round facilities and attractions, as well as the development of convention facilities. Recent work[16)] has concentrated on the provision of boating facilities for both residents and visitors as the area is highly attractive to power and sail boaters. Many marinas want to expand, so the region is currently examining need and is in the process of developing a policy. Victoria,[17)] the centre of the regional district, is also well-known for its architectural character and since the early 1970's has had a major program of heritage building identification and protection. The City is well aware that its image is a strong tourist attraction. Some of the other municipalities such as Central Saanich18) have not discussed tourism specifically, but have recognized that commercial recreation uses (such as marinas) may be appropriate, provided environmental considerations are acknowledged and the impact of existing development minimized.

The Islands Trust19) has a special mandate regarding the protection of the unique character and quality of the islands within its jurisdiction, a role which also required co-operation with several of the regional districts. Essentially low intensity development is the theme of the area emphasizing small scale tourist facilities, low impact recreation activities and moderate numbers of visitors who are genuinely sympathetic to the area's lifestyle.

In summary, policies regarding tourism development are generally still in the evolutionary stage. Tourism is welcomed and is being planned for in several major areas, but parts of the Region such as the Gulf or Discovery Islands, the West Coast around Nootka Sound and Bamfield, require special preservation policies while other communities such as Ucluelet or near Parksville need policies to accommodate the tourism growth.

FOOTNOTES:

1. The written submissions and summaries of each of the forums are available at the Ministry of Industry and Small Business Development, Victoria.

2. A decision was made by the Provincial Government not to continue use of the Princess Marguerite, although this was reversed in late 1980.

3. An island highway by-pass route from Parksville to north of Courtenay is under study.

4. From north to south, the regional districts include: Mount Waddington, Comox-Strathcona, Alberni-Calyoquot, Nanaimo, Cowichan Valley and Capital. See Appendix 4 for specific tourism related excerpts.

5. Regional Plan 1978 (Interim Plan), Regional District of Mount Waddington.

6. Official Coal Harbour Settlement Plan, Regional District of Mount Waddington, 1979.

7. Ibid.

8. Official Regional Plan, Regional District of Comox-Strathcona, 1977.

9. Official Community Plan, District of Campbell River, 1979.

10. Official Regional Plan By-Law 1970, Draft, June 29, 1977, Regional District of Alberni-Clayoquot.

11. Bamfield Settlement Plan, Regional District of Alberni-Clayoquot, 1978.

12. Sproat Lake Settlement Plan, Regional District of Alberni-Clayoquot, 1979.

13. Cherry Creek Settlement Plan, First Draft, Regional District of Alberni-Clayoquot, 1979.

14. West Coast Sector Background Paper, Regional District of Alberni-Clayoquot, March 1980.

15. The Challenge-Managing the Capital Region's Economy, Capital Regional District Economic Advisory Committee, 1977.

16. Boating Facilities within the Capital Regional District Background Report, Capital Regional District, 1980.

17. Heritage Conservation Report, City of Victoria, 1975, Revised 1977.

18. Official Community Plan, District of Central Saanich, 1979.

19. The Policy of the Islands Trust, The Islands Trust, 1975, and Brief to be Presented to the British Columbia Tourism Forum by Mr. John Rich, Chairman of the Islands Trust, 1979.

5.0 PROVINCIAL AND REGIONAL TOURISM DEVELOPMENT STRATEGY

5.1 Introduction

The tourism industry in British Columbia has demonstrated steady growth for the past 20 to 25 years. This growth, however, has been hampered by fragmented development and lack of planning. The relatively un-coordinated development of the province's natural, historic and cultural resources to varying levels of quality presents some problematic areas for the future of tourism development, especially when assessed against the anticipated market requirements of the 1980s and 90s.

A serious concern in many parts of Canada is the limited supply and quality of natural tourism resources suitable for development. In contrast, B.C. has possibly the most diverse and strongest natural resource base in Canada with the result that often major decisions are required to determine what specific resources are to be developed and what markets are to be served. From a historical perspective, it is clearly evident that, as a result of this large resource base, areas/features developed have been often those "closest at hand" rather than those with the highest resource capability and best able to meet the market requirements/opportunities. The ski industry typifies this situation with many local and regional ski areas constructed with limited capacity and market appeal, while few mountains have been developed to accommodate the international market.

Another significant concern in tourism planning in British Columbia that is quite apparent is multiple resource use conflicts. There are well recognized conflicts between tourism/recreation interests and the forest industry, hydro development, mining industries, highway development and others. Often these concerns are amplified because of the visibility of the resource activities on the mountain slopes and intense use of the valley bottoms for settlement, transportation, recreation and water storage. The result is that British Columbia requires, due to its geography and resources, a more integrated resource management approach and systematic planning of its tourism resoource base than now exists. Todays tourism industry suffers in many areas from a lack of good planning which is reflected by a lack of high quality facilities, especially in the rural areas, a resource base that has been seriously compromised, and with little economic advantage being taken of the resource opportunities. The industry has had little effective means for increasing its role in resource management or for developing a planning mandate.

The importance of a provincial tourism strategy has been well documented and it is generally recognized that in a large and diverse province such as British Columbia, a systematic approach is essential to adequately meet the objectives of the government and private industry sectors.

Many of the reasons for supporting a provincial strategy may also be applied at the regional level. First, the preparation of a regional tourism development strategy will enable the industry to identify its long range goals and objectives, identify programs required to meet these goals and define the resources and support activities/services required from the various levels of government and the public sector to implement the plan and retain tourism as a long term stable industry. In so doing, the industry will be placed in a much better position to obtain the required recognition, resources and support. Second, the regional plan will provide a basis for integrating its own activities, enhance its ability to set area, corridor and site specific priorities, assess the effects of allocating land to different uses and identify the differences in tourism outputs, and monitor the effectiveness of its actions. Third, through the strategy, local, regional and national trends and events can be taken into account when implementing the program, monitoring existing developments and providing new direction.

In the following chapter, a framework for the preparation of a tourism development strategy is outlined followed by a review of the provincial strategy or policy statement and the development of a strategy for the Vancouver Island Tourism Region.

5.2 Framework for the Preparation of Tourism Development Strategies

A tourism development strategy strives to meld a myriad of goals, objectives and policies of importance to governmental agencies, private tourist operators and local residents into a co-ordinated program that optimizes the "public good" derived from the development and use of the natural and man-made resources of a region. Hence, it is a necessity that the tourism development strategy and its related development recommendations are the result of a logical process that establishes broad goals and principles, and within this context, identifies and evaluates competing goals and resource demands, determines their relative importance and appropriateness and allocates basic priorities to them. Only in such a manner can the final choices and directions embodied in the approved tourism development plan be explained and justified. Typically a tourism development strategy includes a general policy statement outlining the direction and goals for the industry followed by specific planning, development and implementation recommendations on how this policy will be fulfilled, by whom and over what time period.

A comprehensive process has been used in the preparation of the regional tourism development strategy for the Vancouver Island Tourism Region. Specifically, the steps in this planning process were:

a) the identification of specific goals and objectives of the industry and public interest groups to be addressed by the tourism development strategy;

b) the establishment of guidelines, principles and policies which defined the acceptability of alternative courses of action within the existing planning context;

c) within the context of the provincial strategy, the assessment of the resources, markets and the goals and objectives for the region and identification, evaluation and selection of a regional development concept;

d) the identification and assessment of appropriate area development concepts, associated development opportunities and projected tourism market and trip characteristics for all planning units that will satisfy the tourism goals and objectives for the region;

e) determination of appropriate sub-strategies for the implementation of the development concepts.

5.3 Provincial Tourism Development Strategy

The provincial tourism strategy identifies the short and long-range opportunities for the public and private sectors of the industry on a province-wide basis. The conclusions reached were presented in the form of planning, development and implementation sub-strategies and were based on an analysis of the resource opportunities, existing infrastructure, government and industry objectives, market assessment and implications of emerging socio-economic trends including energy. Based on these analyses, the following Provincial Strategy or policy statement emerged:

> "To identify and encourage the development of high quality tourism resource opportunities and destination areas through a nodal corridor concept that will attract international, U.S. and domestic markets to complement existing provincial and regional markets with specific attention to changing tourism leisure trends and the world energy situation."

This policy statement recognized several province-wide goals to be realized by the plan. Clearly, the plan identified that a gradual shift in the nature of tourism throughout the province should occur, with the existing rather fragmented tourist facilities and services becoming a more centralized, concentrated destination industry, oriented toward specific resident and non-resident market sectors. The direction of the industry would be toward providing high quality, activity-based facilities to a broad market with an emphasis on group travel by mass mode. An important element in the plan, as reflected in the above, is the concern that resource development meet future market requirements and include both short and long-range objectives rather than the short term approach and low capital investment as occurred during most previous planning and development efforts. It is expected that this will result in a gradual redistribution of quality tourism amenities that will generate higher visitor expenditures but respect the social carrying capacity of an area. Major emphasis is to be placed on investment in, and development of, tourism destination areas in areas of high resource potential.

5.4 Regional Application of Provincial Strategy

Because of the scale and complexity of British Columbia, the provincial strategy recommended that tourism planning for the province acknowledge four different orientations: economic, resource, market and conserver. The sub-strategies based on these orientations have been applied to each of the tourism regions and parts of regions where warranted. For each sub-strategy, an appropriate planning, development and implementation approach is identified. As shown in Drawing No. 4, the resource-oriented sub-strategy has been recommended for the Vancouver Island Tourism Region. The planning strategy generally proposed that the regions high quality and high capability tourism resources and proximity to major markets be employed in the development of major tourism/recreation nodes or destination areas within the region. Generally, the capability of the particular resources are to be used in determining the location and intensity of future development and direction of the industry in the Region.

As identified in Drawing No. 4, the resource orientation was derived in recognition of the Region's abundant and complex array of terrestrial coastal and marine resources and the development pressures generated by their proximity to the large urban markets and international gateway centres of Vancouver and Seattle. Generally, decisions regarding type, location and intensity of tourism developments and activities will be dependent on the capability of the resources to support these pressures.

The provincial strategy acknowledged major destination areas centred on Long Beach, Port Hardy/Port McNeill, Campbell River, the Strait of Georgia/Gulf Islands, the corridors of Highway 4 and 1/19 and the ferry linkages joining Victoria to Seattle and Port Hardy to Prince Rupert and Vancouver. A major concern addressed in the planning stragegy is the possible over-utilization of the Capital Area to the point of impairing the quality of the experience of visiting this attractive, historic city. The importance of Victoria is recognized in drawing visitors to the Island, however, ways and means are now required to draw larger numbers of visitors to other lesser known attractions throughout the Island.

As outlined in the Development Strategy, greater utilization of the special maritime and heritage resources is proposed to accommodate market and resource opportunities. Mass mode transportation will play an increasingly important role to the tourism industry and link the major service centres and destination areas in order to distribute tourists through the gateways of Vancouver, Victoria and Seattle. It is anticipated that package tours will increase in importance for both one day and extended vacation packages. In many of the new areas recently opened to automobile traffic, there will need to be a public sector involvement in the development of the tourism industry and provision of public awareness programs - education training programs in order to meet tourist expectations. Further, many of the new areas require increased quality accommodation to meet the requirements of the tours market.

As shown on Drawing No. 4, a conserver oriented sub-strategy has been identified for Victoria in an attempt to maintain the unique heritage atmosphere of the city. In contrast, a market approach is required at Long Beach and Campbell River to attract increasingly larger numbers of tourists to these resort areas. At the north end of the Island, an economic approach is required at Port Hardy/Port McNeill in order to stimulate development of travel oriented infrastructure and meet future market requirements. As a general guideline for planning and development, greater attention is required in establishing increased quality shoulder season events and attractions, possibly in areas that currently are recognized as tourism centres.

The Implementation Strategy is the third component of the provincial tourism strategy and is essentially concerned with the type, amount, timing and direction of public and private investment required to achieve the tourism objectives on a region, area and corridor basis. The intent of the Implementation Strategy is to indicate the role of the public and private sectors in the development process.

Although Vancouver Island has certain areas at or over their social and physical carrying capacity to accommodate tourists, the region in general is under-utilized and there is considerable opportunity for expansion of the existing tourism plant and the development of new infrastructure and attractions. In certain areas there are development pressures and facility and service deficiencies. Based on these conditions and the strong resource base, the Implementation Strategy is oriented towards "facilitating growth". By identifying development opportunities and through public sector support for particular high quality destination areas, the plan will assist in stimulating free enterprise development in specific nodes and along certain designated travel corridors and in achieving the objectives of the regional strategy. Thus, development proposals and applications which could meet the objectives of the Provincial Strategy, as well as those presented in this plan, would be encouraged to pursue identified opportunities.

Typically, most encouragement will be for infrastructure such as food, service and accommodation facilities along recently established travel corridors and sewer and water services at new destination resort areas. This type of arrangement will rapidly promote the development of certain aspects of the industry and attract increased visitation to the Island.

In order to meet the objectives set in the Planning Strategy, the specific development is to be encouraged at Long Beach and Port Hardy/Port McNeill. Development of municipal services, waterfront developments and other major capital investments should be given a high priority in order to permit private investment to occur. Due to the well established tourism base, resource potential and market awareness at Campbell River similar support is not required and a "free enterprise" approach is considered appropriate. Much has been written regarding the limited capacity of Victoria and the Gulf Islands during the summer season; this plan proposes that an "optimize future benefits" approach be taken in order to monitor the effects of the first five years of the plan prior to initiating any major new proposals.

The Southwestern British Columbia Tourism Region, located immediately adjacent to the Vancouver Island Tourism Region, has been assigned a market approach to tourism planning with development to respond to market pressures. As new markets are promoted for this Region, it is anticipated that a certain spill-over effect will occur and significantly benefit the Island economy. Because of the geographical position of the two regions, the major gateway cities and similar market areas, it is critical that future planning and development be carefully co-ordinated and opportunities for complementary types of development be given special attention.

5.5 Regional Tourism Development Strategy

A regional tourism development strategy, for the purposes of this plan, is considered to be a statement of broad goals and policies outlining a general course of action for the growth, maintenance and development of the industry leading towards the establishment of priorities for resource development, program formulation and management procedures. The strategy is to reflect both government, community and private sector goals and concerns, be sufficiently broad in scope and flexibile in approach to accommodate unforeseen development and be responsive to a wide variety of short and long-term specialty markets and resource development opportunities.

The various elements identified in the above were considered in the regional planning process and it was confirmed that the development concept proposed in the Provincial Tourism Development Strategy as outlined in Section 5.4 is well-suited to the Vancouver Island Tourism Region. Additional, more focussed research and analysis, however, has confirmed a number of constraints and opportunities that were previously suspected. Some of the constraints identified include the lack of municipal services available to resort developments in the Long Beach area, forestry-recreation conflicts, lack of trained staff, limitations to sport fishing, local attitudes towards tourism in existing resort communities, transportation and others. A number of important opportunities have also been acknowledged including the limestone caves, improved road access throughout the Island, development of heritage resources outside Victoria, destination resort opportunities in both maritime and alpine settings and many others.

Based on the various constraints, opportunities and local and regional considerations as outlined in Section 5.2, the development concept has been refined and is presented as the tourism policy statement for the Vancouver Island Tourism Region (Figure 4). The Region-wide development concept or policy is:

> "To develop the variety of tourism resources taking advantage of the dominating maritime presence by providing a broad range of accommodation and active and passive leisure pursuits that will broaden the existing market appeal and seasonality of the region. Marine access will be improved through the gateway cities of Victoria, Nanaimo and be focussed on Nanaimo, Courtenay/Comox, Campbell River and Tofino/Ucluelet which will be designated as destination areas with efforts made to disperse visitor concentration occurring in Victoria. The opening of the North Island Highway allows the extension of tourism activity beyond the traditional tourism centres with opportunities for establishing new resort/leisure developments around such centres as Port McNeill and Port Hardy. Opportunities for a variety of extensive marine/outdoor recreation activities and remote resorts will be provided in the wilderness sea coasts of western Vancouver Island and the Johnstone Strait-Discovery Passage area to accommodate the growing markets for dispersed types of activity."

This policy statement outlines the rationale to guide the future preparation of development concepts for the Region as a whole and to ensure the continuance of a healthy tourism industry. Both the regional development concept (policy) and the development concepts for each of the 13 planning units (see Figure 4) are intended to guide tourism development within the Region and to reduce uncertainty within both the public and private sectors as to future development by establishing an overall systems approach to tourism growth in the development guidelines and principles to be considered. These statements will indicate tourism development intent within the planning horizon and accordingly, should be included in integrated resource management plans.

A systematic approach to tourism planning is required in order to obtain the maximum short and long-term efficiencies from the available resources and markets. Through a systems approach a range of alternatives capable of application by various levels of government and the private sector can be evaluated or judged as to their contributions to the goals of the region. This analysis will provide the information on which agencies and others affected by tourism can base judgements as to the possible benefits and potential conflicts that will arise. Within the tourism industry it has become clearly evident that area development without direction creates internal competition and may be detrimental to the industry as a whole. A strong position by the tourism industry is especially important on the Island where there is equally strong pressure for other resource uses. A systems approach to this industry, therefore, provides a guide to both the public and private sectors, a plan to evaluate proposed actions, and an important tool in gaining co-operation from government agencies.

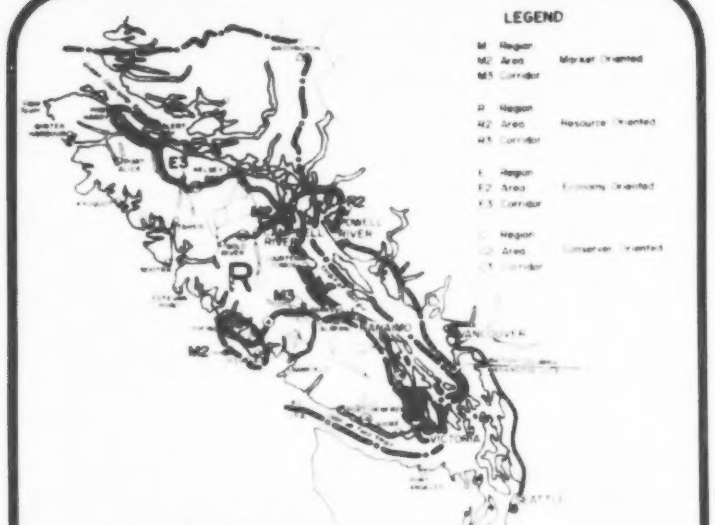
In promoting the orderly and economic growth of the planning area from a tourism perspective, the policies and implementation strategies are geared to securing an optimum balance and spatial distribution of the types of tourism activities, identification of existing and future market opportunities, and to safeguard environmental quality, heritage elements, and the social and economic benefits to the Region. It is anticipated that tourism will exert a significant influence on the course and direction of regional development in the planning area.

In order to achieve a reasonable amount of flexibility in the plan to compensate for the diverse and broad range of conditions in the Region, an attempt has been made to direct future growth by policy statements for each planning unit rather than by designating a large number of specific individual use areas. While the development strategy provides a fair degree of flexibility, major technological advances and changes in the energy situation could develop which might affect the programs and policies and development of the plan. Therefore, the policy statements for the Vancouver Island Tourism Region should be reviewed at regular intervals (possibly every five years) and provide for the changing needs of the residents of the planning area, both permanent and seasonal, as well as other market and resource factors affecting the region.

In Figure 4, Regional Development Strategy, the development concept for the region and each of the 13 planning units are outlined and the projected tourism markets and characteristics identified. Further, the planning and implementation strategies to be considered in realizing the development concept are shown. As illustrated in Figure 4, the Island will serve a broad range of markets with most planning units capable of supporting tourism activities through three or more seasons. It is noteworthy that the two mainland planning units with their remote fjord and mountain landscapes are capable of attracting international markets for boat cruising and mountaineering activities. Other better known areas that will continue to attract international markets include: Campbell River/Discovery Passage; Nanaimo/Courtenay Coastal Lowland; and Duncan/Victoria/Gulf Islands. These landscape units, as a result of the climatic characteristics, maritime location, alpine resorts and summer-oriented attractions, have possibly the greatest potential in the entire province for attracting markets on a four-season basis.

A review of the primary trip purpose of tourists reveals that there are a number of important attractions in each of the planning units. However, in only five planning units were four-season vacation resorts considered to be capable of drawing significant number of tourists. Two areas in the Region are identified as drawing tourists for urban sightseeing purposes (Nanaimo/Courtenay Lowland and

Provincial Strategy and Regional Application

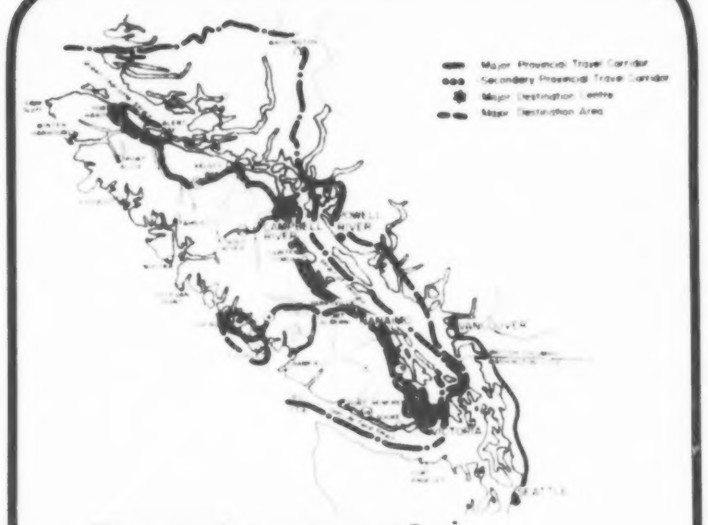

LEGEND
M Region
M2 Area
M3 Corridor
Market Oriented
R Region
R2 Area
R3 Corridor
Resource Oriented
E Region
E2 Area
E3 Corridor
Economy Oriented
C Region
C2 Area
C3 Corridor
Conserver Oriented
E3
R
R2
M3
M2
VANCOUVER
SEATTLE

Planning Strategy

The planning sub-strategy for the region will be responsive to broad resource opportunities presented by the complex Island landscapes and coastal transition zones. Major emphasis will be placed on the Long Beach and Campbell River areas and the respective corridors to accommodate market pressures and attract increased visitation from the Capital area. A conserver oriented planning sub-strategy for Victoria and surrounding area is proposed as the tourism threshold may be reached in the foreseeable future. In contrast, at Port Hardy/Port McNeill an economic orientation to planning would facilitate the development of key infrastructure required in this part of the region.

Resource Orientation Sub-Strategy

The intent is to identify high quality and high capability tourism resources and to use their capability and proximity to other resources to develop major tourism/recreation development nodes or destination areas. Resource characteristics will determine the location, type and intensity of development in order to minimize resource impacts.

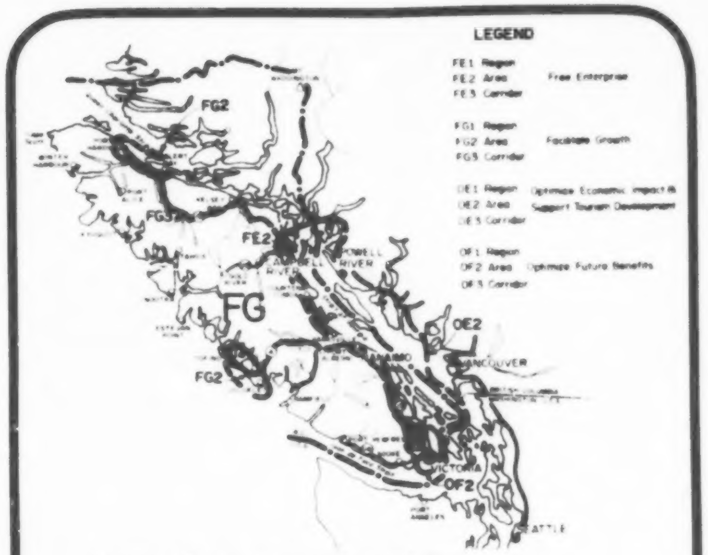

Major Provincial Travel Corridor
Secondary Provincial Travel Corridor
Major Destination Centre
Major Destination Area
CAMPBELL RIVER
VANCOUVER
SEATTLE

Development Strategy

The Development Strategy encourages the identification and development of high quality resource opportunities and destination areas on a nodal corridor concept that will attract international, U.S., and domestic markets to complement existing provincial and regional markets with specific attention to changing leisure trends and the world energy situation.

After detailed examination of the resource opportunities, existing tourism infrastructure, government and industry objectives and the implications of future trends and market research this approach has been recommended and adopted in the Provincial Tourism Development Strategy. Following application at the provincial level it has been interpreted on a regional basis in response to the planning sub-strategies. This has resulted in the formulation of development concepts at a regional scale.

A general statement on the Development Strategy for the region follows. To encourage development of the unique maritime and heritage resources taking advantage of the west coast maritime climate and shoulder season to attract a broad range of market segments through the international gateway cities of Victoria, Vancouver, and Seattle. The plan should recognize the limited transportation network and offer mass mode facilities connecting the major service centres and destination areas to more evenly balance existing and future tourism pressures. Emphasis should be placed on the establishment of future passive leisure activities to serve older age groups. Caution must be exercised in the Victoria area as the social capacity of this and other Island communities is reached.


LEGEND
FE1 Region
FE2 Area
FE3 Corridor
Free Enterprise
FG1 Region
FG2 Area
FG3 Corridor
Facilitate Growth
OE1 Region
OE2 Area
OE3 Corridor
Optimize Economic Impact & Support Tourism Development
OF1 Region
OF2 Area
OF3 Corridor
Optimize Future Benefits
FG2
FG3
FE2
FG
FG2
OE2
CAMPBELL RIVER
VANCOUVER
VICTORIA
OF2
SEATTLE

Implementation Strategy

The proposed regional implementation strategy for the Island is oriented toward facilitating growth, especially to encourage high quality accommodation and attractions on the travel corridors and in the Long Beach area. The Port Hardy/Port McNeill area will require considerable government involvement to stimulate and initiate development in the short term and accordingly an implementation strategy that will optimize economic benefits is proposed. The relatively strong entrepreneurial profile of the Campbell River area suggests a free enterprise approach be adopted, while an approach to optimize future benefits is strongly suggested for the Victoria area. We would propose to optimize future benefits in the development of the Gulf Islands which have a low social carrying capacity.

The intent of the 'Facilitate Growth' sub-strategy is to stimulate free enterprise involvement through the identification of development opportunities and the support of applications that are in accordance with the provincial development strategy. Efforts would also be made to secure inter-ministerial co-operation to ensure that the necessary infrastructure development (water, road, electric, sewage services, etc.) is given substantial priority in overall government programs.

Duncan/Victoria/Gulf Island) although it is recognized that many small communities have attractive and interesting waterfronts and business districts. All the planning units have strong non-urban, scenic tourism resources and, as a result, considerable effort has gone into the provision of outdoor recreation activities and marketing strategies that emphasize the natural and scenic Vancouver Island environment. Many tourists visit the Island for various special purpose recreation activities such as spelunking, salmon fishing, scuba diving, kayaking, etc., and beach-related warm weather outdoor recreation activities.

In concert with most other regions of the province, Vancouver Island will continue to have, in the future, a strong reliance on fly-drive, auto/bus and boat oriented transportation modes. With the exception of the two mainland planning units, auto/bus will grow significantly in importance. Boat and fly-in access will remain the primary means of access into the remote Mainland planning units and much of the Island's western coast.

In terms of capability and tolerance to support activities and experiences, the maritime setting of the Region is quite apparent. Figure 4 indicates all planning units, with the exception of Mt. Waddington, are capable of supporting boating and canoeing, and all planning units have sport fishing opportunities. Most units include opportunities for both structured and unstructured activities and this is most apparent in the developed sections of the Island.

As previously outlined in this chapter, there are a number of implementation approaches that may be taken to guide the growth and development of an area. It is recognized also that there may be variations within a planning area as to the type of investment opportunities. An "optimize future benefits" strategy is considered appropriate in five units, namely, the Kyuquot/Nootka Inlets, Strathcona Park, Knight/Kingcomb Inlets, Seymour Inlet, and Mount Waddington. These planning units, without exception, are typically mountainous in character, with difficult or poor access, include sensitive wildlife areas and/or provincial parks and have major conflicts over resource uses with the result that a conserver approach has been taken.

Four planning units have been designated a "facilitate growth" approach. These units are typically experiencing new tourism pressures due to highway access and upgrading of the existing facility infrastructure and require stimulation of the private sector. Planning and technical assistance by public agencies should be provided by identifying particular opportunities for facility and activity development.

Three units in the Region are considered appropriate for a "free enterprise" strategy. In areas such as Victoria, Campbell River and Cowichan/Nanaimo Lakes it is proposed that future developments be stimulated through private sector incentives. It is anticipated that the market awareness associated with these units will allow the private sector to invest in these areas.

Some public sector stimulus to the industry is required in several developing units and an "optimize economic impact" approach is proposed. In these areas, public sector involvement in initial phases of the planning of tourism opportunities may be required. It is anticipated that this involvement would include, but not be limited to recreation facility planning, accommodation, and visitor services.

It is anticipated that the scope and intent of the regional development strategy and concepts will establish a general framework within which future development may be directed by indicating what tourism markets should be pursued, where the main types of tourism activities should occur and how they should be developed. This framework has been planned taking into account a wide variety of municipal and regional district concerns affecting the orderly and economic growth of the area.

Regional Development Strategy

Figure 4

Regional Development Concept
To develop the variety of tourism resources taking advantage of the dominating maritime presence by providing a broad range of accommodation and active and passive leisure pursuits that will broaden the existing market appeal and seasonality of the region. Marine access will be improved through the gateway cities of Victoria, Nanaimo and Courtenay/Comox for individual and package tours. Upgrading of existing and proposed resort/leisure developments will be focused on Nanaimo, Courtenay/Comox, Campbell River and Tofino/Ucluelet which will be designated as destination areas with efforts made to disperse visitor concentration occurring in Victoria. The opening of the North Island Highway allows the extension of tourism activity beyond the traditional tourism centres with opportunities for establishing new resort/leisure developments around such centres as Port McNeill and Port Hardy. Opportunities for a variety of extensive marine/outdoor recreation activities and remote resorts will be provided in the wilderness seacoasts of western Vancouver Island and the Johnstone Strait-Discovery Passage area to accommodate the growing markets for this dispersed type of activity.

Tourism Market and Trip Characteristics

Planning Unit Development Concept	PLANNING STRATEGY	PRIMARY MARKETS/BY SEASON W-WINTER Sp-SPRING S-SUMMER F-FALL					GROUP MODE/ DURATION (days)		PRIMARY TRIP PURPOSE							TRANSPORTATION MODE ALTERNATIVES						ACTIVITIES AND EXPERIENCES									Implementation Strategy
		International	U.S.	Domestic	Provincial	Regional	Single/Family Groups	Package Tours	Four Season Vacation Resorts	Non-Urban Scenic Touring	Urban Site-Seeing	Special Purpose Recreation	Experience New Cultures & Lifestyles	Warm Weather Outdoor Recreation	Cool Weather Outdoor Recreation	Fly/drive	Rail	Auto/bus	Boat	Boat/auto	Boat/rail	Boating/Canoeing	Fishing	Other Water Sports/Activities	Alpine Skiing/Cross-Country Skiing Heli-Skiing	Hunting/Wildlife Viewing	Structured Outdoor Recreation Activities Golf, Tennis	Active Land-Based Outdoor Recreation Activity Riding, Climbing, Hiking	Historical Attractions/Cultural or Popular Events	Special Features or Developments	
Duncan/Victoria/Gulf Islands Maintain status as a provincial destination area continuing to upgrade the tourism service and gateway functions within the carrying capacity of the unit. Additional development to be focused on the cultural and maritime heritage aspects, marine linkages and the retirement market with the objective of dispersing tourism pressures from Victoria. Care is to be exercised so the existing rural character of the Gulf Islands is maintained by low intensity land and water-based developments.	CONSERVER	● S,Sp, F,W	● S,Sp, F,W	● S,Sp, F,W	● S,Sp, F,W	● S,Sp, F,W			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●	FREE ENTERPRISE
Southwest Coast and Upland Establish the unit as the land and water-based activity area for the Alberni Inlet-West Coast Trail Recreation Area. Protect by National Park designation the shoreline resources to provide rugged hiking and marine experiences along the West Coast Trail and Nitinat Triangle. Improve beach-related and extensive recreation opportunities of the southern part of the unit for Victoria area residents. Port Renfrew to be developed as a local tourism service centre for trail users and area residents. Four-season resort opportunities at Cape Beale.	RESOURCE			● Sp,S, F	● Sp,S, F	● Sp,S, F				●		●		●		●		●	●			●	●		●	●		●			FACILITATE GROWTH
Cowichan/Nanaimo Lakes Upland Continue development of the unit as a land and water-based outdoor recreation area largely for regional residents. Second home, backcountry, shoreline and boating areas may be established around Cowichan Lake. Special areas for equestrian, off-road vehicles and alpine skiing should receive attention. Maintain the important wildlife/fisheries components and natural character of the area.	RESOURCE					● Sp,S, F,W				●		●		●	●			●				●	●	●	●	●		●			FREE ENTERPRISE
Nanaimo/Courtenay Coastal Lowland Establish the unit as a regional tourism destination with several service centres able to accommodate package tours. The cultural/mining, coastal features, alpine ski and salmonid elements to be developed in the zone centred on Courtenay/Comox; the zone centred on Nanaimo-Qualicum Beach to be upgraded based on the beach/waterfront resources and colonial heritage elements. The role of Nanaimo as a regional gateway/tourism service centre be expanded to accommodate increased ship arrivals and mass-mode package tours.	MARKET	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W			●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	FACILITATE GROWTH
Alberni Inlet Tourism facilities and services are to be upgraded to establish Port Alberni as a local tourism centre servicing the Alberni Inlet and West Coast Trail Recreation Areas. Develop a marina and provide scenic boat tours to the Broken Group Islands and the Pacific fjord coast as well as for hikers to start the West Coast Trail at Bamfield. Four-season resort opportunities to be considered in the Toquart Bay area to take advantage of the beach resources.	RESOURCE		● Sp,S, F	● Sp,S, F	● Sp,S, F	● Sp,S, F				●		●		●		●		●	●			●	●	●		●					OPTIMIZE ECONOMIC IMPACT
Pacific Rim/Highway 4 Establish the coastal section as a regional tourism destination area with a variety of food services, roofed/unroofed/floating accommodation in the resort communities of Tofino and Ucluelet. The National Park will continue as a primary attraction and will be managed from a conserver orientation. Sufficient capability remains outside the Park to enable car/boat access resort, fishing and campground developments. The large inland lakes should be developed as a local summer vacation area. The special landscape qualities of the corridor and the coastline must be maintained.	MARKET		● Sp,S, F	● Sp,S, F	● Sp,S, F,W	● Sp,S, F,W				●		●	●	●		●		●	●			●	●	●	●	●		●			FACILITATE GROWTH
Strathcona Park The two large provincial park areas and rugged mountain nature of the unit suggests extensive types of development and use with limited concentrated core area destination sites. Park master plans should be prepared to establish distinctive signage, types of accommodation, backcountry use facilities to accommodate increased tourist use originating from nearby alpine ski and destination areas. Rehabilitation and reconciliation of land use conflicts that respect scenic and natural resource values are required.	CONSERVER			● S,F	● Sp,S, F,W	● Sp,S, F,W				●		●		●	●	●		●				●	●	●	●	●		●		●	OPTIMIZE FUTURE BENEFITS
Campbell River/Discovery Passage Establish a regional destination resort area offering a broad range of four-season resort accommodation/tourism services and water-based activities. Scheduled linkages between service centres, alpine ski areas, mountain wilderness areas, and extensive inter-island boat tours required to amplify the visitors scope of experiences and to extend the tourism season to include sections of Campbell River-Johnstone Strait-Discovery Passage Recreation Areas.	MARKET	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F,W	● Sp,S, F	● Sp,S, F			●	●		●	●	●	●	●		●	●			●	●	●	●	●	●	●	●		FREE ENTERPRISE
Kyuquot/Nootka Inlets Maintain the character of the unit as a remote and rugged coastal wilderness landscape. Provide limited auto access but improved specific resort and camping opportunities to enable fishing, nature study, wildlife oriented boat or kayak trips. Low impact, extensive water and shore-based activities are acceptable types of tourism uses. Promote rugged remote Pacific coast image. Encourage interpretation of special historic resources by controlled access.	CONSERVER		● Sp,S, F	● Sp,S, F	Sp,S, F	● Sp,S, F				●		●	●	●		●		●	●			●	●			●				●	OPTIMIZE FUTURE BENEFITS
Alert Bay/Tsitika Alert Bay and Port McNeill will act as an access and local service centre for the activities taking place in the Johnstone Strait, Discovery Passage Marine Recreation Area. West Coast Indian/maritime heritage elements and limestone cave tours will be expanded to attract visitors and extend their length of stay. The inland section of the unit will serve as a land and water backcountry activity area for local residents and visitors travelling along the North Island Highway.	RESOURCE		● Sp,S, F			● Sp,S, F				●		●	●	●		●		●	●		●	●	●	●	●	●		●	●	●	FACILITATE GROWTH

Regional Development Strategy

Figure 4

Regional Development Concept

Tourism Market and Trip Characteristics

Planning Unit Development Concept	PLANNING STRATEGY	PRIMARY MARKETS/BY SEASON W-WINTER Sp-SPRING S-SUMMER F-FALL					GROUP MODE/ DURATION (days)		PRIMARY TRIP PURPOSE							TRANSPORTATION MODE ALTERNATIVES						ACTIVITIES AND EXPERIENCES									Implementation Strategy
		International	U.S.	Domestic	Provincial	Regional	Single/Family Groups	Package Tours	Four Season Vacation Resorts	Non-Urban Scenic Touring	Urban Site-Seeing	Special Purpose Recreation	Experience New Cultures & Lifestyles	Warm Weather Outdoor Recreation	Cool Weather Outdoor Recreation	Fly/drive	Rail	Auto/Bus	Boat	Boat/auto	Boat/rail	Boating/Canoeing	Fishing	Other Water Sports/Activities	Alpine Skiing/ Cross Country Skiing Heli-Skiing	Hunting/ Wildlife Viewing	Structured Outdoor Recreation Activities Golf, Tennis	Active Land-Based Outdoor Recreation Activity Riding, Climbing, Hiking	Historical Attractions/ Cultural or Popular Events	Special Features or Developments	
Knight/Kingcome Inlets and Seymour Inlet Maintain the rugged, island-dotted, fjord coastal character of the unit that serves as the resource base for the Johnstone Strait-Discovery Passage Marine Recreation Area. Expand use as a fishing and extensive boating area by establishing marine parks, small craft harbours and remote lodges. The natural qualities are to be protected from extractive types of resource uses. Potential access area to Mt. Waddington Unit and Cariboo/Chilcotin Region.	CONSERVER	● S,F	● S,F	● S,F	● S,F	● S,F				●		●		●		●			●			●	●	●		●					OPTIMIZE FUTURE BENEFITS
Cape Scott/Port Hardy Lowlands Maintain the traditional isolated, rugged character of the unit by concentrating development in designated nodes. Expand tourism services, camping and roofed accommodation at Port Hardy in response to ferry and North Island Highway traffic. Establish camping and improved trail facilities at Cape Scott Park . Increase accommodation and marine opportunities at Coal Habour	ECONOMY		● Sp,S F		● S,F	● S,F				●		●	●	●		●		●	●	●		●	●	●		● ●			●		OPTIMIZE ECONOMIC IMPACT
Mt. Waddington Protect the scenic wilderness mountain character, fish and wildlife resources of the area. Reserve use for commercial guided adventure tour/nature study groups and for qualified expeditions.	CONSERVER	● S,F W	● S,F W	● S,F W	● S,F W	● S,F W				●		●		●	●	●			●			●	●	●		●					OPTIMIZE FUTURE BENEFITS

6.0 REGIONAL TOURISM DEVELOPMENT PLAN

6.1 Introduction

In previous chapters, an assessment of supply, demand, market analysis and local attitudes, perceptions and policies was undertaken. This was followed by the development of a regional strategy, outlining a systematic approach to tourism planning and development in the Region. The basic framework and rationale for tourism development lies in the regional and planning unit development concepts as outlined in Chapter 5.

The purpose of Chapter 6 is to highlight and describe the facility make-up of the regional plan, to identify specific guidelines and principles in the development of the Plan. In addition, specific recommendations are developed regarding additional research and feasibility studies to be undertaken in order to adequately assess a particular plan or proposal at the tertiary level of planning.

6.2 Guidelines and Principles

Derived from the study objectives, from resource inventories and analysis, from consultation with the private sector and from discussions with industry specialists, TIDSA officials and other government personnel, the consultants have developed the following set of guidelines and principles for the Vancouver Island Tourism Region. The guidelines and principles have been divided into three areas, namely, planning, development and marketing. While it is not within the scope of this study to establish definitive tourism policies, general policy concerns can be outlined.

A. Planning

i) Although the tourism industry is dependent upon the availability of recreational facilities, destination resorts and attractions, the primary purpose of this Plan is not just to identify opportunities for recreational developments. The intent of this study is to recommend a strategy for the growth and development of the tourism industry of the Vancouver Island Tourism Region through the identification of tourism developments and programs required to match plant capability with resource potential and market demands.

ii) The Tourism Development Plan resulting from this study is to be a Region-wide plan. Hence, the health of the tourism industry as a whole will take precedence over specific local demands or proposals.

iii) The Plan will recognize the roles and responsibilities of both public and private sectors in its recommendations outlining development opportunities, but specific measures for implementing the recommendations are to be the subject of discussions and negotiations between the private sector and senior levels of government. Hence, the strategy does not incorporate specific programs and measures for implementing its recommendations.

iv) The Plan is intended to outline, for both public and private sector consideration and financial investment, a systematic approach to the development of tourism opportunities. Where possible, the Plan is intended to reflect existing government policy and become a framework that may be used to guide future government action.

v) The Plan recognizes that the various natural attractions and outdoor recreation opportunities provided by the maritime and alpine resources which contribute to the year-round tourism potential of the Region (e.g. ocean beaches, lakes, rivers, islands, sport fishery and mountains) must be protected and enhanced to ensure that the Island experience can continue to satisfy increasing numbers of tourists.

vi) Planning must go "hand-in-hand" with the development of highways and forest roads when opening new sections of the Island to automobile traffic in order to maximize public tourism and recreation benefits within the constraints of topography, forestry, fishery and wildlife and other values.

vii) The Plan will reflect a sensitivity to the expectations and attitudes of local residents toward tourism and tourism development especially in Victoria, the Gulf Islands and smaller communities. Through the consideration of social carrying capacities exhibited by these areas, the Plan will minimize the unwanted disruption of traditional lifestyles such as commercial fishing, agriculture and logging. In units such as Strathcona Park, and Alert Bay/Tsitika, resource management decisions are required prior to major capital investment by the tourist industry.

viii) The Plan will identify specific communities requiring improved streetscape appearance of the business districts and entrance areas; this is considered particularly important for communities on mass mode transportation routes.

ix) The significant recreation and tourism potential of the Region should be given serious consideration in the use and management of Crown Lands. In this regard, coordination among the various agencies and levels of government is essential.

x) The type, character and market attraction of intervening opportunities and tourism development proposed for other regions throughout the Lower Mainland and in Washington State, competing for the same markets was considered in the Provincial Tourism Development Strategy and have been assessed in the development of regional plans.

xi) Greater availability of information on a multi-lingual basis is required to direct tourists concerning resorts, package tours, accommodation, special events and attractions. Provision of appropriate types of audio-visual presentations are required at the major gateway cities and service centres.

xii) The long range effect and geographical impact of societal trends and influences and their implications for the tourism industry are to be reflected in the range and character of development opportunities recommended in the Plan.

xiii) The Plan will be based upon the assumption that the importance of the tourism industry to the economy of the Region is recognized by other resource use, management or regulatory agencies, and that these agencies will incorporate the requirements of the Region's tourism industry into their various resource use policies, plans and programs.

xiv) The Plan is based upon the assumption that all planning for the tourism industry will be done on a long term basis, with short term reviews (5 years) assessing the strategy's continued suitability to local, regional and provincial requirements.

xv) The scenic character of valleys, adjacent mountain slopes, ocean, lake and river shorelines in areas with existing or proposed tourism/recreation use should be protected by the establishment of land use policies which recognize the scenic values.

xvi) The development of new attractions should occur within designated tourism areas to ensure a wide variety of activities and a healthy four-season industry.

xvii) The Plan will stress that developers of tourist accommodations be required to provide private recreation facilities for their visitors. This planning concept is especially important in the major urban centres and along the Island highway north of Nanaimo.

xviii) The Plan will recognize the need to have its recommendations and development proposals reflected in the plans of the Regional Districts of Mount Waddington, Comox-Strathcona, Nanaimo, Alberni-Clayoquot and Cowichan Valley to generate support for their implementation on an integrated basis.

B. Development

i) The Plan will, wherever feasible, stress nodal development within specific tourism destination areas and provide a variety of primary and associated tourism opportunities of both a maritime and terrestrial nature.

ii) The Plan will stress the need to provide a certain density of facilities and programs in particular locations to establish a "critical mass" and "market awareness" beyond which the development of an identity and the creation of an awareness in the target market segments of the Region's tourism and vacation opportunities become feasible. This aspect is especially important in the establishment of tourism destination areas.

iii) Nodal development will be encouraged because it localizes tourism activities and minimizes disturbances to other land uses especially in the valleys and the narrow coastal plain.

iv) The Plan will emphasize the development and use of high quality resources. Hence, development of marginal natural, historical or cultural resources will only be recommended if necessary to support the development and use of major nodal attractions.

v) The Plan will recommend the upgrading of existing tourism plant only where the plant meets, or has the potential for meeting, market expectations. Conversely, the Plan will not necessarily support existing facilities or attractions that are not providing and cannot provide the sophisticated requirements of the target market segments.

vi) The Plan will strive to associate the facilities, attractions, services and programs proposed for each major destination/ centre with one or more major themes, giving it an identity distinct from those of other proposed development nodes. Such an identity will facilitate market segmentation, allocation and promotion.

vii) Where warranted, the Plan will endeavour to increase the competitive position of the Region's tourism industry, by the provision of additional types of tourism, recreation and entertainment facilities with respect to all market segments.

viii) Due to the limited transportation system on the Island, mass mode transportation to major tourism attractions and destination areas from gateway and service centres is to be explored and, where feasible, emphasized to lessen the impact of future energy-related travel dislocations. Bus, air and ferry access throughout the planning area is considered particularly appropriate in this part of British Columbia. Innovative fly-drive, sea-drive, air-sea, etc. package tours are required to "catch" the imagination of the tourist in an attempt to disperse use across the Region.

ix) Unserviced development should be restricted on lands adjacent to all water bodies until suitable waste disposal facilities have been provided.

x) Designation of access routes and backcountry outdoor recreation areas is required to ensure adequate land is provided for extensive recreation uses.

xi) Designation of touring and scenic highway routes is required in order to obtain an integrated approach to managing scenic resources and to ensure the realization of tourism goals and objectives for highway corridors.

xii) The Saanich Peninsula including Victoria and Sooke is designated as a Provincial Tourism Destination Area. The Port McNeill-Port Hardy, Courtenay-Comox-Campbell River, Nanaimo-Qualicum Beach and Pacific Rim National Park areas are designated as Regional Tourism Destination Areas. A total of six Outdoor Recreation Areas have been designated stretching from the Gulf Islands in the south to Port Hardy in the north.

C. Market

i) The Plan will focus on increasing the industry's penetration of the Region's traditional markets by developing communities/ resorts for retired and semi-retired people visiting the Island and developing outdoor recreation activities to complement driving for recreation purposes.

ii) The retention of traditional markets will be complemented by substantial increases in the international high expenditure package tours, fly-drive and specialty markets such as alpine skiing, scuba diving, yacht cruising, canoeing/kayaking and backcountry travel. Innovative package vacations utilizing the close proximity of mountains and the ocean will be developed e.g. ski/dive, ski/golf, sail/ski.

iii) Through a variety of avenues including cluster developments, theme associations, unique attractions, special events, market segmentation and well-directed promotional efforts, the Plan will seek to stimulate the development of strong market identities for specific areas of the Island.

iv) Even though the Plan will focus on the Region's traditional markets (i.e., sightseeing, winter vacations, sport fishing), it will be future rather than status-quo oriented, will provide better and broader recreational experiences and will incorporate a sensitivity to, and a flexibility for accommodating changes in activity preferences, attractions and services required by the traditional and other market segments.

v) To ensure a continual commitment and use by the traditional Lower Mainland, Prairie Province and regional markets of the planning area's tourism and recreation facilities, the Plan will strive to foster second home ownership and shared right-to-use schemes in areas where there is a suitable resource base and where the impact on other resource uses, such as forestry, mining and fish and wildlife can be minimized.

vi) Similarly, the Plan will encourage a strong effort being placed in retaining the expanding Canadian, U.S. West Coast and international markets through the development of a more competitive plant in areas other than Victoria through the promotion of packaged tours, improved international/charter air access and improved ferry access to the Island.

vii) Extensive pressures for day use recreation facilities are generated by both the local residents and regional markets in the major service/gateway centres and the Gulf Islands. The Plan will recognize these potential use conflicts and strive to reduce competition through facility location, development and programming for particular interest groups.

6.3 Tourism/Recreation Planning Hierarchy

The term "tourism" as defined in this study is extremely broad and associated with the use of a variety of natural resources, events, services and infrastructure. It is, therefore, considered important to introduce a hierarchy that reflects the types and levels of elements in the tourism/recreational field. The major elements of the hierarchy are: tourism destination areas; tourism service centres/gateway cities; transportation routes/corridors; destination resorts, events and attractions and; parks and recreation areas.

The hierarchy has been prepared to assist in the development of a systematic approach to tourism planning, policy development and future funding assistance programs on a regional, corridor and nodal basis. It is considered essential that future funding programs be tied to the type of development and geographical area, and not only the broad industry sectors.

The hierarchy will assist in presenting a rationale for the Vancouver Island Regional Tourism Plan and allow easy comparison and analysis between tourism regions.

TABLE 14

HIERARCHY OF DEVELOPMENT

Tourism Destination Areas

- Provincial
- Regional
- Outdoor Recreation Areas

Tourism Service Centres

- Provincial
- Regional
- Local

Gateway Cities

- International
- Provincial
- Regional

Transportation Routes/Corridors

- Provincial Travel Corridor
- Regional Travel Corridor
- Specialized Routes Including:
    - Scenic Drive/Route
    - Eco Tour/Route
    - Historic Route
    - Backcountry Route
    - Wild and Scenic River
    - Recreational Waterway

TABLE 14 CONTINUED

HIERARCHY OF DEVELOPMENT

Tourism Destination Resorts,
Events and Attractions

- Summer Resorts
- Winter Resorts
- Four-season Resorts
- Resort Community
- Tourism Attraction
- Local Events/Attractions

Parks and Recreation Areas

- National Parks
- Provincial Parks
- Historic Parks
- Marine Parks
- Wilderness Parks or Conservancies

Definitions of the various terms used are presented in Appendix 1.

6.4 General Description of Plan

In recent years, tourism has been growing rapidly in the established tourism centres on Vancouver Island and in the communities recently opened to automobile traffic. In certain areas, this growth has not been without its problems.

In the next several years, it is predicted that the Region will experience a more modest growth of 1.1 to 3.6% person trips per year as a result of a combination of conditions including, but not limited to, ferry and highway congestion, opening of competing areas and a decrease in the traditional American auto traffic. These factors may be offset, in part, by the devaluation of the dollar and an increase in package tours and international traffic (including incentive and adventure travel).

In order to offset a slowdown in tourism growth and in order to realize the enormous potential of this Island Region, implementation of a tourism plan is required that will stimulate development of new destination resorts, facilities and attractions in key areas of the Region. It is anticipated that the plan will smooth the seasonal economic "peaks and valleys" associated with the industry.

As shown in Drawing No. 5, an integral part of the tourism development strategy will be development of new and/or the expansion of selected destination resort communities and service centres with essential facilities, attractions and events on a three and four-season basis. Much of this development will be directed towards the middle and northern sections of the Island where the natural and heritage resources have considerable unused capacity and tolerance. Improved mass mode transportation will be required between the major recreation areas and the service and gateway centres in the Region as well as education and training programs for employees. Drawing No. 5 attempts to provide a framework for realizing the array of specialty market development opportunities presented in Table 12.

As has been clearly illustrated, the Region is quite diversified with tourism resources developed to varying degrees and primarily oriented to regional, Lower Mainland, Alberta and U.S. markets. Centres such as Campbell River and Victoria attract a small, but an economically significant, international market. A comparison of projected tourism demands with supply indicates that, although Victoria/Duncan/Gulf Islands and Nanaimo/Courtenay Coastal Lowlands units have the highest rated physical resources, they are also the area's most heavily used. In many planning units such as Pacific Rim/Highway 4, while there is a strong, diversified resource base upon which the industry can grow, there is a serious shortfall in facility development including roofed and non-roofed accommodation, employee base, public awareness of industry requirements and resource conflicts causing uncertainty for developers and the investment community.

In the future, tourism programs must take full advantage of the maritime and land resource potential which attracts special international, U.S., interprovincial and provincial markets. Region-wide, the available resources and existing market awareness of Vancouver Island attractions provide a firm basis upon which to plan future tourism growth and development although the resources, transportation corridors, service centres are not equally distributed and tend to be widely dispersed through the Region. It is found that certain of the traditional strengths of the Island including sport fishing, touring for pleasure, and enjoying the heritage atmosphere of Victoria are being seriously compromised. Consideration must be given to preservation of these values/assets and greater emphasis given to their management.

There is, therefore, a clear need for a plan that will provide the necessary direction for both the private and public sectors in order to achieve a more uniform approach to development throughout the Island and to realize the tourism and economic benefits that are available to the residents of the Region over short and long term planning horizons. With these general principles in view, a plan of development has been formulated, including a description and facility make-up of the tourism destination areas proposed for the Vancouver Island Tourism Region.

6.4.1 Victoria Provincial Tourism Destination Area

This provincial tourism destination area, located at the south end of Vancouver Island, encompassing the Saanich Peninsula, Victoria and Sooke, contains some of the most significant natural, historic, human and physical resources for tourism on the Island. The area is the strongest tourism generator in the Region and the accommodation plan, as well as other services, are used to capacity during much of the spring, summer and fall seasons. The area has an urban image with complete amenities. Presently, the Victoria destination area is and the intent is that it remain, one of the major tourism generators to the Island with air and water access and the terminus of major stop-over points for vehicular traffic and package tours.

This area contains many developed and undeveloped four-season themes that are attractive to a wide range of market sectors (local to international). The major themes include: artistic and cultural life supported by museums, historic buildings/architecture, theatre, shopping and restaurants; waterfront activities including recreational boating and viewing of merchant and naval vessels; golfing, sport fishing and other four-season outdoor recreational activities; gardening/horticulture; and scenic viewing, photography and relaxation.

This destination area is located at the south end of the Island, at the beginning of the Trans-Canada Highway and includes regional airline and ferry services to Washington State and the Lower Mainland. Victoria is also a port of call for cruise ships touring the Pacific Northwest.

As previously indicated, this area's existing high levels of tourist and resident use requires that planning be sensitive to the perceptions and attitudes of local residents and the capacity and tolerance of the area.

The types of development proposed for this area include significant improvements to the visitor services centre to provide tourists entering the Region through Victoria with a better understanding of the total resources in the Region; an expansion of the Victoria Airport facilities and customs to increase the capacity of this gateway centre; establishment of a resort retirement community with complete facilities and both rental and homeownership opportunities; expansion of the small craft marina for transient and local use and the establishment of a national naval museum. These developments and others will assist in maintaining the Victoria area as a provincial tourism generator and increase off-shore use but not encourage significant growth during the summer season.

The following outlines a number of key considerations in the planning and development of the area:

1. Increase package bus tour operations to other service centres and destination resorts on the Island and initiate fly-drive and other cruise package tours in the Island - Lower Mainland area on a week-end and a long term basis from Victoria.

2. Continue to increase the accommodation base and recreation opportunities for tourists vacationing in the Region during the

winter months. Expand the winter events and cultural programs to create a more interesting urban environment in order to capitalize and retain the Canadian winter vacation market.

3. Ensure proper planning and architectural controls are developed and enforced in Victoria and other special heritage areas to preserve the predominant British theme associated with many events and attractions.

4. Increase the marina and boat chartering facilities in the Sooke Basin area and at strategic locations around the Saanich Peninsula.

5. Consider increasing day tours within the area based on historical and horticultural themes.

6. Monitor closely over a five-year period the attitudes of visitors regarding Victoria, the surrounding area and development trends in the industry. It is important to the entire Island tourism economy that the Victoria area maintain its role as a strong tourism generator and its appeal to all market sectors.

Based on these general guidelines for the development of the Victoria Provincial Tourism Destination Area, specific recommendations and concepts have been formulated as outlined in the following sections.

6.4.1.1 Victoria Provincial Tourism Service Centre/Gateway City

As the provincial capital and largest city on the Island, it is important that Victoria retain a strong market image. Heritage themes, availability of outdoor recreation activities, quality services all in a quiet maritime setting are essential elements in the perception and appeal of this city. The following are development concepts considered appropriate for Victoria in fulfilling its role as both a provincial service centre and gateway city.

1. Promote, market and develop Victoria as a provincial service centre with quality tourism facilities and four-season events and attractions for visitors to the Victoria Provincial Destination Area and Vancouver Island Tourism Region, as a whole. Major emphasis should be placed on maintaining the existing level of service during the spring, summer and fall seasons and improving the quality of service and events and attractions during the winter months.

2. Continue to maintain the British streetscape appearance, architecture and customs in the city core and expand and upgrade the waterfront for port and open space oriented activities. Pedestrian movement around the Inner Harbour is considered essential in maintaining the heritage atmosphere.

3. Develop a national naval museum in the Victoria - Esquimalt area recognizing the peace and war time accomplishments and role of the British and Canadian Navies in the Pacific and along the west coast of Canada. This museum would require special audio-visual theatres, static and active displays (possibly including a retired naval vessel) to attract approximately 500,000 visitors on an annual basis.

4. Promote the development of theatre festivals that will provide enjoyment and interest to local residents and tourists on a four-season basis. In contrast to many theme-theatre seasons such as those of the Stratford and Oregon Shakespearean Festivals and the Shaw Festival, consideration should be given to holding the major festival season during the period from October through the winter months to June. Running a special theme-theatre season at this time would attract increasing numbers of visitors to Victoria during the shoulder and winter seasons.

5. Promote Victoria as one of the main points of interest on package tours and circle routes that could include Seattle, Vancouver, Nanaimo, and Victoria as one route and Victoria, Nanaimo, Courtenay-Comox, Powell River and Vancouver, as a second.

6. Develop specific tour packages for visitors arriving in Victoria via small cruise vessels. These tours should draw attention to the history and culture of the city through its buildings, shopping facilities and possibly the educational institutions. It is important to provide opportunities for cruise boat passengers to increase their expenditures while on shore.

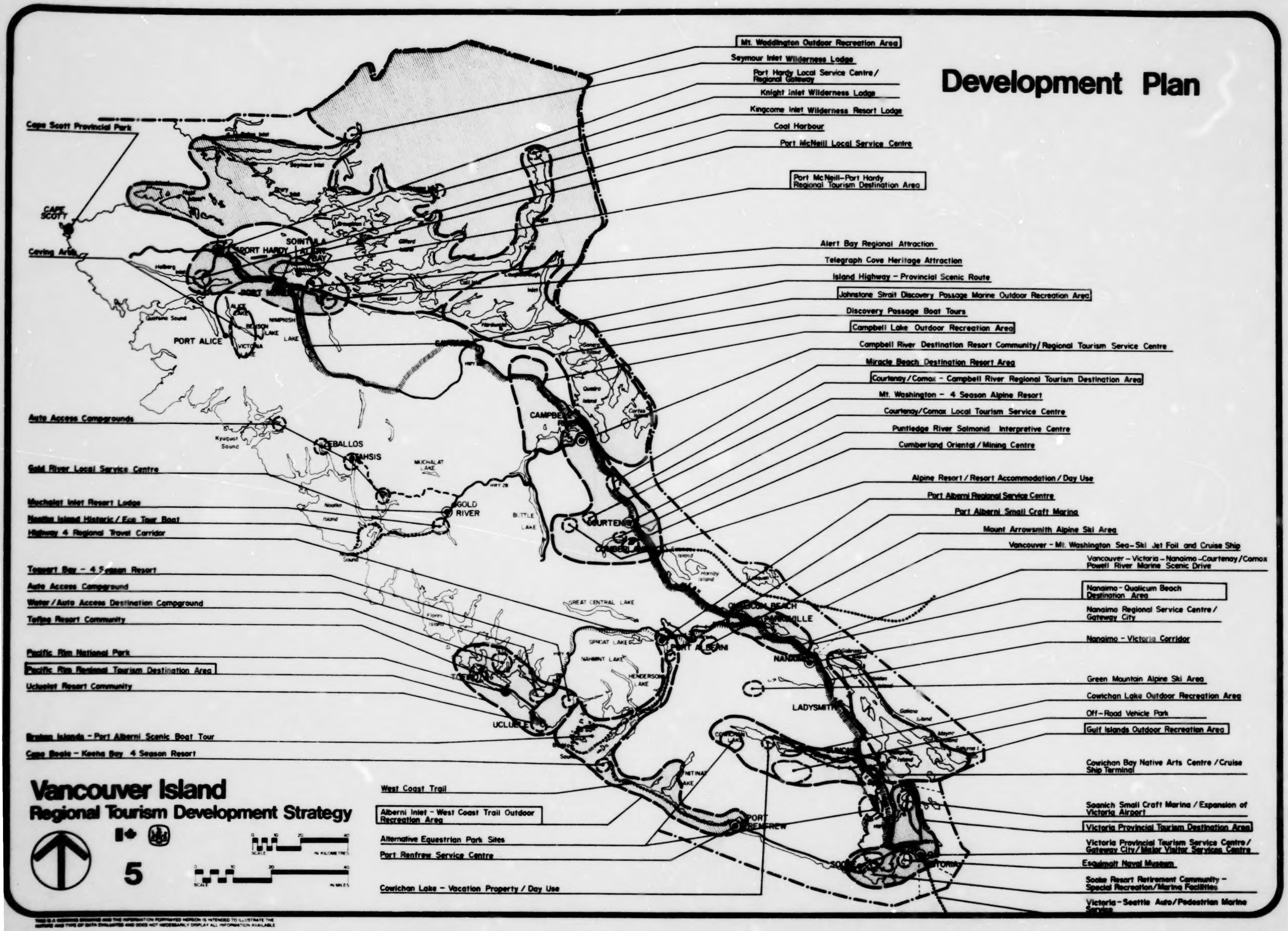
7. Develop a major tourist orientation centre at or in close proximity to the existing Tourism B.C. centre on the waterfront. This orientation centre should include multi-lingual audio-visual programs describing the major events/attractions both in the Victoria area and throughout the region and to a lesser extent other parts of British Columbia. The centre should be able to provide centralized reservation services. The intent of this centre will be to encourage a greater number of tourists to spend a longer percentage of time up Island.

8. Encourage the organization of guided, historic walks through the city. At specific points in the city, the walks would commence at scheduled times with guides describing significant events of history, early pioneers, heritage buildings, etc.

6.4.1.2 Sooke Resort Retirement Community and Marina

The Sooke-Milnes Landing area is located a short distance (approximately 30 km) southwest of Victoria on Sooke Basin (Juan de Fuca Strait). This area is capable of providing a wide range of outdoor

Development Plan


Mt. Waddington Outdoor Recreation Area
Seymour Inlet Wilderness Lodge
Port Hardy Local Service Centre/ Regional Gateway
Knight Inlet Wilderness Lodge
Kingcome Inlet Wilderness Resort Lodge
Coal Harbour
Port McNeill Local Service Centre
Port McNeill–Port Hardy Regional Tourism Destination Area
Alert Bay Regional Attraction
Telegraph Cove Heritage Attraction
Island Highway – Provincial Scenic Route
Johnstone Strait Discovery Passage Marine Outdoor Recreation Area
Discovery Passage Boat Tours
Campbell Lake Outdoor Recreation Area
Campbell River Destination Resort Community/ Regional Tourism Service Centre
Miracle Beach Destination Resort Area
Courtenay/Comox – Campbell River Regional Tourism Destination Area
Mt. Washington – 4 Season Alpine Resort
Courtenay/Comox Local Tourism Service Centre
Puntledge River Salmonid Interpretive Centre
Cumberland Oriental / Mining Centre
Alpine Resort / Resort Accommodation / Day Use
Port Alberni Regional Service Centre
Port Alberni Small Craft Marina
Mount Arrowsmith Alpine Ski Area
Vancouver – Mt. Washington Sea-Ski Jet Foil and Cruise Ship
Vancouver – Victoria – Nanaimo – Courtenay/Comox Powell River Marine Scenic Drive
Nanaimo – Qualicum Beach Destination Area
Nanaimo Regional Service Centre / Gateway City
Nanaimo – Victoria Corridor
Green Mountain Alpine Ski Area
Cowichan Lake Outdoor Recreation Area
Off–Road Vehicle Park
Gulf Islands Outdoor Recreation Area
Cowichan Bay Native Arts Centre / Cruise Ship Terminal
Saanich Small Craft Marina / Expansion of Victoria Airport
Victoria Provincial Tourism Destination Area
Victoria Provincial Tourism Service Centre / Gateway City / Major Visitor Services Centre
Esquimalt Naval Museum
Sooke Resort Retirement Community – Special Recreation/Marina Facilities
Victoria – Seattle Auto/Pedestrian Marine Service
Cape Scott Provincial Park
CAPE SCOTT
Caving Area
PORT HARDY
SOINTULA
ALERT BAY
PORT McNEILL
PORT ALICE
Quatsino Sound
ALICE LAKE
BENSON LAKE
NIMPKISH LAKE
VICTORIA LAKE
CAMPBELL RIVER
Quadra Island
Cortes
Auto Access Campgrounds
Kyuquot Sound
ZEBALLOS
TAHSIS
MUCHALAT LAKE
Gold River Local Service Centre
Muchalat Inlet Resort Lodge
Nootka Island Historic / Eco Tour Boat
Highway 4 Regional Travel Corridor
Nootka Island
Nootka Sound
GOLD RIVER
HWY 28
BUTTLE LAKE
COURTENAY
CUMBERLAND
Hornby Island
Tofino Bay – 4 Season Resort
Auto Access Campground
Water / Auto Access Destination Campground
Tofino Resort Community
GREAT CENTRAL LAKE
QUALICUM BEACH
PARKSVILLE
Flores Island
SPROAT LAKE
NAHMINT LAKE
PORT ALBERNI
NANAIMO
Pacific Rim National Park
Pacific Rim Regional Tourism Destination Area
Ucluelet Resort Community
TOFINO
HENDERSON LAKE
LADYSMITH
Galiano Island
Mayne Island
Saturna I.
UCLUELET
Broken Islands – Port Alberni Scenic Boat Tour
Cape Beale – Keeha Bay 4 Season Resort
COWICHAN LAKE
DUNCAN
NITINAT LAKE
West Coast Trail
Alberni Inlet – West Coast Trail Outdoor Recreation Area
Alternative Equestrian Park Sites
Port Renfrew Service Centre
Cowichan Lake – Vacation Property / Day Use
PORT RENFREW
SOOKE
VICTORIA
0 10 20 40
SCALE
IN KILOMETRES
0 10 20 40
SCALE
IN MILES

Vancouver Island
Regional Tourism Development Strategy

5

THIS IS A WORKING DRAWING AND THE INFORMATION PORTRAYED HEREON IS INTENDED TO ILLUSTRATE THE NATURE AND TYPE OF DATA EVALUATED AND DOES NOT NECESSARILY DISPLAY ALL INFORMATION AVAILABLE

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recreation opportunities in a relatively undeveloped area yet in close proximity to Victoria. It is proposed that a resort-retirement community be established to accommodate the growing migration from the prairie provinces and eastern Canada. Although the major benefit and intent would be in utilizing the Victoria area tourism service facilities during the off-season, the resort community would be in operation on a year round basis. The following is an outline of the proposed development.

1. Establish a resort - retirement community in the Sooke-Milnes Landing area with a range of housing types including second home ownership, condominium apartments, double wide and park mobile trailers in a village setting. The total number of units considered appropriate for this facility could range from 1000 to 1500. This type of resort would serve markets ranging from the prairies and eastern Canada vacationing on the west coast, to B.C. residents returning from winter holidays in the southern states to the Island for the summer. A major attraction of the resort community would be the provision of quality recreational amenities serving the different interest groups. One of the major capital developments would be an 18-hole golf course. Other acitivities/facilities to be provided by the resort would include lawn bowling greens, tennis courts, sport fishing charters, library, arts and crafts facilities, and a horticulture centre.

2. Undertake a program at Sooke and along the Saanich Peninsula to improve the existing harbours and provide additional marina facilities such as fuel and maintenance services, boat launches and moorage slips, electricity, food and communication. These marinas would be designed to accommodate both transient boats as well as provide moorage for local residents (vacationing and permanent). The biggest demand for these berths will come from the power boat cruises although a reasonable mix of suitable berths available to both power and sail boats will be required.

3. Encourage the development of shore-side restaurants, showers, comfort stations, food stores, and other facilities that would be used by the typical cruising yachtsman. These would be subject to special sighting and design guidelines.

4. Develop in conjunction with the marina a regional yacht charter service. The company would provide rental vessels (bare boat, skippered, crewed, etc.) for the main purpose of cruising, sailing and navigational tuition, fishing and diving. To adequately promote yacht chartering, a regional central reservation system providing complete travel packages to incoming tourists is required possibly handled through the charter companies, travel agents, tour agents and boat builders. It is anticipated that the marina-charter service and resort-retirement community could be designed and managed to complement one another.

6.4.1.3 Victoria Airport

Air service is an important and growing transportation mode to the Island. At the present time, the airport provides primarily domestic service. Some upgrading in service has been completed with improved transportation services to Vancouver, increased direct flights to Canadian cities and accommodation of international tour flights.

1. Consider increasing the number of direct flights between Victoria and Vancouver and between Victoria and other major Canadian cities and undertake an assessment to determine the feasibility of expanding the airport linking facilities to accommodate regular international package tour flights.

2. Enlarge terminal buildings to accommodate increased flight capacity and number of flights. Significantly upgrade and expand the waiting and passenger processing areas.

3. Create a holiday atmosphere to greet tourists at the terminal building during the summer season and provide staffed visitor services facilities.

4. Provide mass mode tour bus services to Victoria and the major hotels and resorts.

6.4.2 Gulf Islands Outdoor Recreation Area

The Gulf Islands Outdoor Recreation Area extends from Gabriola Island in the north to South Pender Island in the south. This special policy area has been identified in order to both preserve the existing values associated with the islands as well as provide for greater management. The Gulf Islands are an important generator of tourism for Vancouver Island even though few tourists actually spend any time on the islands. Images of the islands' scenery, agrarian lifestyle, land-water interface and marina services are described in promotional literature and perused by a wide range of market sectors anticipating travel to Vancouver Island. The following outlines certain development concepts considered appropriate for the Gulf Islands.

1. Limit future growth to low impact tourism as expressed in the goals and objectives of the Islands Trust.

2. Complete the master recreation and parks plan for the islands that will consider the biophysical carrying capacity, sewage and water problems, recreation resources and conflicts, and the concerns of local residents.

3. Expand certain marine parks following detailed investigation, to include more comprehensive services. Associated with the major marinas, hiking trails and scenic vista points should be established and managed by the Provincial Parks Branch.

4. Initiate limited bed and breakfast program by island residents similar to the rural and farm vacation program.

5. Organize island cycling trips from Swartz Bay and Tsawwassen, using the ferry services.

   Due to the limited accommodation base these cycling trips should be on a day basis and extended stay complementary to the bed and breakfast program and small commercial lodges.

6. The existing lodge and commercial accommodations on the islands should be upgraded and marginally expanded.

6.4.3 Cowichan Lake Outdoor Recreation Area

Cowichan Lake has been designated as an Outdoor Recreation Area wherein much of the tourism and recreation facilities, services and programming will be developed largely for regional residents. Emphasis should be on second home, backcountry, shoreline and boating areas around Cowichan Lake and special areas for equestrian, off-road vehicles and alpine skiing. The important wildlife/fisheries components and natural character of the area should be maintained.

The Cowichan Lake area as shown in Drawing No.5 extends from the Duncan-Cowichan Bay area to Nitinat at the west end of Cowichan Lake. The lake area serves, at present, day use and cottage markets within the Nanaimo-Victoria area. The development intent is to accentuate this recreation use pattern by stimulating increased camping and cottage development in specific areas combined with a number of outdoor recreation facilities. Surrounding the lake, a combination of dispersed recreation, backcountry travel, and alpine skiing (Green Mountain) would be appropriate. In the Duncan-Cowichan Bay area, skilled craftsmen and artisans should be supported and the area's historical and Indian culture further developed.

1. Give recognition to the values and resources of the Cowichan Lake area for specific developments serving local and regional markets within resource and social limits.

2. Upgrade and expand the relevant tourist plant along Highway 1 in the Cowichan Bay-Duncan area to accommodate both auto and mass transportation modes.

3. Identify specific park and campground opportunities on Cowichan Lake and develop appropriate facilities, e.g., swimming beach, boat launching and docking areas, tennis courts, concession, amphitheatre, open space areas and pump-out station. The campground could be owned and operated by either the Provincial Parks Branch or the private sector. The basic intent of the park will be to increase the availability of quality public day use, picnic and camping areas with water and land based opportunities in close proximity to Victoria. Consideration should be given to establishing a concession for boat rentals (canoes, sail, power).

4. Identify on a nodal basis, locations near or on the shoreline suitable for well-designed cottage subdivisions.

5. Develop a provincial handicraft school with cultural/historic crafts in the Duncan area. It is suggested that a central area be developed for Native Indian skilled craftsmen to produce and exhibit their products. The location of the centre should permit access by both auto and mass transportation (bus) and be included on shoretours from cruise ships docking at Cowichan Bay.

6. Upgrade and expand in Duncan, the existing Native Indian cultural activities and establish regular programs at the performing arts centre year round. The basic intent will be to provide a facility for the expression of Native Indian culture

and to strengthen and diversify tourism attractions along the Island Highway for the touring public.

7. Give consideration to relocating the cruise ship terminal from Nanaimo to Cowichan Bay in order to support the development of Native Indian crafts, etc., and other recreational activities in the Cowichan Bay area. Investigations will be required concerning custom services, docking and harbour facilities, organized events and attractions and retail services of interest to the cruise ship tourists.

8. Establish an equestrian park as the attractive and scenic Cowichan Highlands are considered eminently suitable. As shown in Drawing No. 5, two alternative sites have been identified. Horseback riding trails will be developed throughout the valley systems and to mountain tops. At a central area, a lodge with meeting rooms will be developed providing a range of services and a limited amount of accommodation. Backpacking trips (morning, evening and overnight) will be organized on a scheduled and reservation basis. Courses on the riding, raising and training of horses as well as backcountry trail riding, travel and survival could be taught. Membership in the equestrian park could be on a permanent or temporary basis.

9. The Cowichan Lake Area is popular for backcountry four-wheel travel and there is a network of logging roads, many in active use. Consideration should be given to establishing an agreement with the logging companies to designate certain loop roads for recreational use. A backcountry circle route could be established linking Victoria, Sooke, Port Renfrew, Honeymoon Bay, Duncan and Cowichan Bay providing an array of cultural and natural environment experiences.

10. Develop the white water canoe/kayak capability of the Cowichan River to facilitate use by regional residents. Organize special regionally significant races. Shoulder season events that should be expanded and promoted include a craft fair, theatre festival, and canoe/kayak competitions and demonstrations.

6.4.4 Nanaimo-Qualicum Beach Destination Area

The Nanaimo to Qualicum Beach coastline has been an established summer resort area for Island and mainland residents for several decades. Nanaimo has emerged as a regional service centre along the Island Highway and as a major gateway to the Region and will continue in this capacity.

Along the Island Highway and waterfront there has been a continual growth of strip development including small motels, commercial services and cottages that has significantly degraded the image formerly associated with the area. In many instances, the existing infrastructure is old and is rapidly losing its appeal to tourists on extended vacations as well as the pass-through traffic (bus tours and automobiles). There is a need for a major upgrading program selectively aimed at operators with enough land to support full scale resort operations.

The following planning approach has been developed in accordance with the sub-strategy for this area and recognizes the strong tourism resource base:

1. Tourism development plans are required for small communities between Qualicum Beach and Nanaimo identifying the role of the communities in tourism development, marketing image, new areas for development (water and land-based), waterfront renewal areas, a transportation plan (Island Highway, pedestrian and cycling routes) and services plan.

2. Based on the results of these development plans, undertake a broad upgrading program for selected resorts. Those to be undertaken should have destination resort capability including land and water-based attractions suitable for touring and regional markets and able to reinforce the cultural and water-based image associated with this coastal area.

3. The planned relocation of the Island Highway will remove high speed, through traffic. This will provide an opportunity to establish a marine drive along the existing route with pull-offs at selected points and open space areas to take advantage of the outstanding Strait of Georgia scenery. Landscape and land use controls should be initiated to upgrade the appearance of the route from a tourist perspective.

4. Develop a scenic marine bicycle route connecting the main resort areas between Nanaimo and Qualicum Beach. Identify opportunities for the development of scenic walkways in suitable shoreline areas.

5. Encourage the two nine-hole golf courses located at Qualicum Beach to expand their facilities to 18 holes as this is in keeping with utilizing golf as a tourist destination area attraction. These golf courses should be included in Island year-round packaged golf tours. It is anticipated that these facilities would increase significantly the occupancy rates of certain resort lodges during the shoulder season.

6. Assess the opportunities for establishing riding stables to expand the land-based attractions. The riding stables would provide an additional attraction to the area during the spring and fall shoulder seasons.

7. This area should be host to several annual events that appeal to all age groups. Develop and promote specific waterfront attractions that will be of interest to large numbers of people.

8. Attempt to alter the strip development image of the area to one of clearly defineable resort community nodes. Architectural and landscape treatment and signage should reinforce the ocean-side resort theme of the area.

9. Consideration be given to the establishment of a major marina in the Destination Area with permanent/temporary moorage that will complement existing recreational boating facilities.

6.4.4.1 Nanaimo Regional Service Centre/Gateway City

Nanaimo is the gateway city to many foot, bus and private automobile passengers to Vancouver Island. Further, Nanaimo provides an important service function for people travelling the Island Highway and to a more limited extent vacationing in the Nanaimo-Qualicum Beach Outdoor Recreation Area.

As a regional service centre/gateway city, the intent of the plan is that the service areas be upgraded; the appearance of certain of the entrance areas, business core and waterfront (including ferry terminal area) be improved; and the local parks located in and immediately adjacent to Nanaimo be planned for use by tourists. Although not a destination area for tourists, an upgrading of the tourism services as proposed will increase the appeal of Nanaimo as a short stay area for package tours and increase expenditures by tourists using Nanaimo as a gateway. It is important to recognize the positive attitude toward tourism exhibited by the local population and business community.

The following development concepts have been prepared to meet the proposed development intent for Nanaimo:

1. Nanaimo is considered to be a major regional service centre and gateway centre and as such should provide a high standard of accommodation, dining and auto-marina services for

auto, recreational boat and package touring markets. In the business core, the proposed downtown redevelopment plan should be undertaken from a tourism perspective integrating the community's heritage resources in a comprehensive streetscape scheme.

2. The waterfront development plans should concentrate on the ferry terminal and small craft harbour areas. Significant improvements may be undertaken in the ferry terminal area including landscape treatments, provisions of attractions for all age groups, handicraft shops and dining facilities. These facilities are considered important during the heavy ferry crossing periods to Horseshoe Bay. In addition to the ferry terminal area, improvements may be undertaken to upgrade and expand the small craft marina services. Improvements to be undertaken include: expansion in moorage (permanent, temporary), services (fuel, water, pump-out services) and improvements to the appearance of this part of the waterfront; pedestrian walkways from the town centre overlooking the Nanaimo waterfront and Newcastle Island.

3. Upgrade the local and provincial parks system for tourism purposes, with special emphasis on Newcastle Island Marine Park.

4. Upgrade the appearance of the E & N railway station and support its tourism function by improving tourist information services on the local areas at both the railway and bus terminal sites.

5. Develop a tourist orientation centre with audio-visual programs on the Island's resources and emphasize areas and attractions other than Victoria. Develop audio-visual programs for use in the Departure Bay ferry run, the intent being to educate the resident and non-resident markets to the opportunities available in the Region.

6. Maintain low key tourism developments on Gabriola Island.

7. Encourage the use of the Nanaimo Golf and Country Club for Island package golf tours.

8. Continue to promote major events such as the Nanaimo Bathtub Race and develop additional activities and events with broad appeal.

6.4.5 Alberni Inlet - West Coast Trail Outdoor Recreation Area

This special policy area stretches from Port Renfrew to the Broken Islands Group and includes the Alberni Inlet. This area is characterized by a strong marine influence but the resources have only been sparsely used and little infrastructure has been developed. The tourism developments and services proposed for the area require that tourism facilities and services be upgraded to establish Port Alberni as a regional tourism centre serving the Alberni Inlet area and West Coast Trail Area. A marina and scenic boat tours to the Broken Islands Group and the Pacific fjord coast should be provided and Bamfield encouraged as the trail head for hiking along the West Coast Trail. Destination four-season resort development in the Cape Beale-Keeha Bay areas could also take advantage of the beach resources.

This recreation area could serve a wide range of day use markets within a 100-150 km radius as well as destination oriented markets spending weekend and extended vacations in the area. The area, especially the West Coast Trail and Broken Islands Group sections, is characterized by a limited transportation system and a strong conserver ethic.

6.4.5.1 Port Alberni Regional Service Centre

Port Alberni is located at the head of Alberni Inlet and the Alberni Inlet-West Coast Trail Outdoor Recreation Area. In an attempt to diversify the economic base of the community much of its efforts in tourism development have been directed toward capturing some of the pass-through traffic to Pacific Rim National Park.

As a result of the strong desire of the local community to promote the city as a tourism centre coupled with the excellent waterfront for recreational boating and the significant pass-through traffic to Pacific Rim (including the West Coast Trail), it is the intent of this Plan to encourage development of specific theme attractions of a heritage harbour to strengthen Port Alberni as a regional tourism service centre for both the Outdoor Recreation Area and the Pacific Rim Regional Tourism Destination Area. The intent of the heritage harbour is to recreate the aura of a significant period of local history when sail and steam ships plied Alberni Inlet. Consideration should also be given to Port Alberni as the major west coast Vancouver Island port being the principal site for interpretation of the extensive coastal shipwreck history. These themes will be supported by other marine-related tourist functions and activities. It is suggested that the following development guidelines be considered.

1. Now that a comprehensive waterfront plan for the harbour park area to create a themed streetscape appearance, water-based attractions, and services that will support the heritage harbour concept has been completed and assesses development opportunities, significance and appearance of buildings, landscaping, pedestrian areas and linkage systems, dining areas and water-based activities (boat tours and marina areas). On-going development programs with downtown merchants should commence to blend city 'scapes to waterfront 'scapes.

2. Construct a full scale or two-thirds replica of one of the sailing ships of significance to the west coast (of Vancouver Island). The vessel will be supported by a dockside interpretive facility.

3. To extend the focal point for waterfront activities, establish a fisherman's wharf where tourists can observe the fishing fleet making preparations to sail or off-load their cargoes. Fresh fish could also be marketed to visitors.

4. Establish Port Alberni as the gateway to the Broken Islands Group and the West Coast Trail units of Pacific Rim National Park by promoting marine theme recreation. Equipment sales, rental and instruction facilities for specialty activities such as scuba diving, ocean canoeing/kayaking, sailing, and marine life interpretation will be provided from an outfitters terminal located on the waterfront and adjacent to the tour boats, (e.g., M.V. Lady Rose).

5. Continue to upgrade and expand the accommodation base and supporting recreational amenities to capture both pass-through traffic and destination traffic to Port Alberni.

6. Expand the campground facilities adjacent to Port Alberni. The campground may be developed and operated by either the public or private sectors but should include on-site recreational amenities that can be used during inclement weather.

7. Continue the promotion of the boat tours from Port Alberni to the Broken Islands Group. Market special scenic tours to observe marine mammals. Investigate opportunity to include boat excursions as an attraction on package bus tours. Increase operations according to market requirements.

8. Expand marina services and moorage slips for permanent and transient power and sailboats. At the present, there is a serious shortfall in available moorage for recreational small craft.

6.4.6.1 Pacific Rim National Park (West Coast Trail/Broken Islands Group)

1. Encourage Parks Canada to complete their long range master planning process for the Broken Islands Group and the West Coast Trail unit recognizing the overall intent and direction of the area for tourism.
2. Initiate or continue discussions with the appropriate provincial agency and forest companies regarding protection of the special landscape resources in the Nitinat Triangle.
3. Maintain the Trail, including the river crossings for relatively extensive use and extended seasons.
4. Continue discussions with Native Indian peoples regarding a campground in the Pachena Bay area, near Bamfield. Should this not be possible, develop a Parks Canada campground at the Bamfield entrance to the Trail.
5. Develop a campground in the Port Renfrew area as well as increase the primitive camping opportunities on Nitinat Lake.
6. Establish a visitor information service at both ends of the Trail (the information shelter may be staffed as demand warrants).
7. Encourage charter operators out of Port Alberni to develop diving, aquatic interpretive programs and fishing excursions in the Broken Islands Group. In addition, they can also support the activities of ocean canoeists and kayakers in this area.

6.4.5.3 Port Renfrew Service Centre

Port Renfrew is a small sea-side fishing port and logging centre approximately 360 km west of Victoria at the terminus of Highway 14 and at the south end of the West Coast Trail. Located adjacent to the national park, the community has a harbour suitable for small recreational craft, an excellent beach, nature interpretation opportunities (Botanical Beach) and the atmosphere of a small community. Additional planning is required and the development of appropriate infrastructure.

1. Undertake an investigation of Port Renfrew as a resort community (determine resource capability and future role) considering potential as a destination resort area for package bus tours from Victoria, and as a major service point on one and two day loop tours connecting Victoria, Port Renfrew, Cowichan Lake, Duncan and Cowichan Bay.
2. Establish a year round sea-side resort of medium size. The resort should include a range of indoor and outdoor recreational amenities (e.g. tennis courts, walking trails and possibly an indoor pool).
3. Maintain the boat service across River Jordan.
4. Improve the access to Botanical Beach (upgrade to asphalt surface).
5. Establish a provincial campground in the Botanical Recreation Area; an assessment is required to determine the tolerance of the interpretive resources and the conflicts that could occur with the establishment of campground and increased day use to the area.

6. Assess the heritage (architectural and other) resources of the community; it is important that a distinct atmosphere be established through elements such as historic events associated with Port Renfrew, the setting, architecture - streetscape, harbour/fishing fleet, etc.

6.4.5.4 Cape Beale-Keeha Bay Resort

In order to increase the capital investment opportunities in this outdoor recreation area by the private sector, to increase the roofed and non-roofed accommodation base to support hikers along the West Coast Trail and to increase the utilization of the outstanding heritage and natural resources, it is proposed that a four-season lodge be established in the Cape Beale-Keeha Bay area.

1. The resort lodge should be planned and designed to accommodate use on a four-season basis and promotional efforts directed toward the provincial-international market sectors during the summer and shoulder seasons, and the regional market in the winter. The primary trip purpose of tourists to this lodge will be to experience the Pacific Ocean, beaches, hike sections of the West Coast Trail and sport fishing.

2. The lodge could be modest in size and have a distinctive architectural design with a variety of support amenities such as an indoor pool, lounge, tennis courts, hiking trails, beach and boat launch and docking area.

3. Develop a series of primitive campsites to serve hikers along the West Coast Trail. Information regarding specific interesting features of the Trail, river crossings, weather forecasts are to be made available from the campground. The campsites would be operated by the Cape Beale-Keeha Bay Lodge but be physically separated from the lodge. Food, gasoline and other

requirements of hikers could be obtained through a concession service centre operated by the lodge in conjunction with Parks Canada. Specialized hiking services would be available from the tripping terminal at Port Alberni.

4. Air access to the lodge would be by float plane through Bamfield with water transportation to the lodge linked to the boat tours operating out of Port Alberni.

6.4.5.5 Alberni Inlet Marina/Scenic Boat Tour

Alberni Inlet provides salt water access for Port Alberni and unique and interesting experiences available through boat charters and tours through the Broken, Deer and Chain Islands Group.

In order to realize the potential of the inlet and adjacent waters along the west coast for recreational fishing, ocean kayaking/ canoeing, interpretive cruises and diving, the following approach is required.

1. Assess the short and long term marina requirements in the Port Alberni-Alberni Inlet area (e.g., moorage, repair services, fuel docks, etc.).
2. Establish a tripping and outfitting terminal on the waterfront in conjunction with boat tours/rentals catering to the needs of tourists engaged in the various adventuresome activities available in the area.
3. Fund a pilot project to establish additional or new Pacific boat tours from Port Alberni to the Broken Islands Group. Prepare tour boat programs to take advantage of the interpretive potential in the area. Examine opportunities for island hiking, scenic/wildlife viewing and photography as an important element of the boat tour. Increase the number of tour boats and scheduling according to market requirements.

6.4.6 Pacific Rim Regional Tourism Destination Area

Pacific Rim Regional Tourism Destination Area, as shown on Drawing No. 5, is located on Highway 4 and centred on Pacific Rim National Park. The area is primarily marine oriented (including both inland lakes and ocean coastline) and proposals have been made that it become a destination area with quality services and a range of accommodation types. To date, much of the resources of this area have been untapped. There have been limited services to support major resort infrastructure, further with much of the ocean coastline included in the national park, there has been a reluctance by both the private and public sectors to invest in the area until a long term master plan and an understanding reached regarding the type of tourist development that would be permitted.

In this Plan, it is proposed that the interpretive and scenic resources be the dominant theme in future developments in this area. In order to satisfy the broad range of markets, major upgrading is required at the two largest communities, Tofino and Ucluelet. Further, destination resorts with a range of land and water based facilities located in close proximity to the park with an ocean side setting would complement the overall theme. Additional non-roofed accommodation is also required.

At the present time, Parks Canada has embarked upon a long range master plan for Pacific Rim; it is strongly recommended that Parks Canada recognize the importance of Pacific Rim as a tourism destination and co-operate in the development of tourism infrastructure that is complementary with this Regional Plan.

The following outlines a number of considerations in the planning and development of this west coast area.

1. Designate the area as a regional tourism destination area in the Regional District of Alberni-Clayoquot official plan. The area should be established to include two resort communities, destination four-season resorts, a number of water-based events, attractions and quality services.

2. Permit only developments that complement the "Long Beach" theme which is intended to be developed around the marine elements, the dynamic atmospheric conditions and lush rain forest vegetation.

3. Prepare comprehensive tourism and related development plans for Tofino and Ucluelet in order to upgrade community appearance, and the quality and range of services and attractions available to the tourist. These services should provide a high standard of food, accommodation, entertainment, and marina/auto services for destination oriented visitors and recognize the importance of bus package tours to the area.

4. Encourage the development of scenic boat tours to take advantage of the interesting marine mammals that pass along this coastline as well as to view and photograph the scenic shoreline.

5. Encourage greater emphasis by the public sector to plan Highway 4 from a tourism perspective and establish a program to further upgrade the highway from east of Port Alberni through to the Long Beach area.

6. Encourage the responsible municipal and provincial agencies to plan for the development of the necessary services to permit moderate resort development.

7. Encourage the upgrading and expansion of existing accommodation and food services in Ucluelet and Tofino.

8. Protect and enhance the aesthetic and interpretive qualities and values of Pacific Rim National Park by completion and updating of the long range master plan.

9. Promote the development and marketing of handcraft products and souvenirs, especially local Native Indian products that are indigenous to the area.

10. Develop special promotional literature and signage reflecting this geographical area, development theme, accommodation and related attractions.

11. Develop a scheduled plane service to Tofino and Ucleulet from Nanaimo.

Based on these general guidelines for the establishment of the Pacific Rim Regional Tourism Destination Area, specific recommendations and proposals have been formulated as outlined in the following sections.

6.4.6.1 Pacific Rim National Park

Pacific Rim is well recognized for its outstanding beach and marine scenic resources and has become a popular summer camping area. Pacific Rim is also one of the few auto accessible areas along the west coast of British Columbia where the full impact of the Pacific Ocean can be experienced. The park has a strong market identity and it is appropriate that the "Long Beach" theme be used for this destination area as a whole. The following outlines certain important elements to be considered by Parks Canada.

1. Complete the master planning process acknowledging the role of Pacific Rim as a tourist destination area.

2. Encourage through the master planning process, the development of a quality accommodation base by the private sector.

3. Encourage expansion of the visitor services centre and develop new audio-visual programs.

4. Establish in conjunction with the resort hotels and private campgrounds, a shuttle transit system to the visitor services centre and beach area.

6.4.6.2 Ucluelet Resort Community and Local Service Centre

Ucluelet, located at the south end of Pacific Rim Destination Area on Ucluelet Inlet, will provide and important role as a destination resort community, providing a range of services and attractions to tourists. In order that the surrounding area grow as a tourism area, it is the intent of this Plan that Ucluelet develop a strong resort community image with certain easily identifiable attractions (e.g. traditional streetscapes, waterfront, cruises, etc.). The following development concepts will assist in providing direction to both the private and public sectors in creating a special identity for the community.

1. Develop Ucluelet as a resort community providing a high standard of dining, accommodation, marina and auto services, and entertainment for the southern part of Pacific Rim tourism area. These selected services should be marketed through the provincial, national, and international package tour companies, fishing charter operators, non-resident vacationers to the Island as well as Islanders and the major market of Vancouver.

2. Upgrade the general appearance of the community through the implementation of a comprehensive community development plan. This plan should assess the existing streetscape in terms of

views, architecture, heritage buildings, landscaping, conflicting land uses, street furniture, signage, parks and open space, circulation and use and access of the waterfront. It is considered critical to the success of the community that a special identity be established and that the needs of the pedestrian be considered.

3. Expand the Ucluelet waterfront development to include both well serviced commerical boating and public marina areas (e.g. electricity, limited repairs, pump-out stations, garbage disposal, fuel, water and groceries). The waterfront should have a high degree of landscape treatment, pedestrian circulation system, open space and quality restaurants overlooking the marina.

4. Encourage the development of scenic/interpretive boat tours, providing a link between Ucluelet, Long Beach and the Broken Islands Group and offering special tours to view marine mammals at specific times of the year. Also, provide charter craft services for sport fishing and cruising as well as services for overnight camping in the Broken Islands.

5. Encourage the establishment of a range of resort lodge accommodation. Fully licenced dining rooms, lounges, entertainment and supporting recreational amenities such as modest conference room facilities are considered essential elements in meeting tourist expectations and the development concept for this area.

6. Develop a large campground (private and/or public) of a mixed nature (serviced and unserviced sites) with 200-300 sites in close proximity to Ucluelet. The campground should include modern comfort stations, showers, unstructured recreation areas, organized events, amphitheatre with audio-visual evening programs and other special attractions during inclement weather. In addition to individual campsites, the

campground should include an area and facilities for organized groups visiting the area (100 people). It would be considered an additional advantage if the campground was located near the water.

7. Develop and market through local retail outlets, and cottage industry, handcraft products produced locally, especially the products of the Long Beach Native Indian band.

8. Continue to support events such as the Children's Arts and Music Festival and include them in promotional brochures. Other local events such as the Tofino-Clayoquot Days (July), Ukee Days (July and August) and the Long Beach Art Festival should also be promoted and developed in a manner whereby they can be enjoyed by larger groups of people.

9. Expand the local air tour charter service, as the sports fishery demands warrant. Promotional efforts should be aimed at the package tour operators and resort lodges.

10. Examine the feasibility of establishing group horseback riding along the sand beaches and associated headlands.

11. Examine the feasibility of developing an 18-hole waterfront public golf course, preferably in association with a resort lodge/hotel.

12. Support the development of infrastructure as required.

13. Further develop the off-shore sport fishery through licenced charter operators.

6.4.6.3 Tofino Resort Community

Like Ucluelet, Tofino is located at the end of Highway 4, only at the north end of Pacific Rim National Park, and presently provides a limited range of services to the travelling public. It is proposed the resources of this community and those along Esowista Peninsula be developed to accommodate additional destination traffic. The following development concepts are considered necessary in establishing and maintaining Tofino as a resort community and in achieving the development objectives for the Pacific Rim Tourism Destination Area.

1. Develop and market Tofino as a tourism resort community with special attractions such as the large fishing fleet and nearby outstanding sand beaches. As a resort community, new facilities are required to provide a high standard (up to an international level) of dining, accommodation, marina services and entertainment.

2. Prepare a comprehensive community development plan for Tofino with emphasis given to establishing a particular identity, encouraging greater pedestrian movement both in the town centre and along the waterfront and developing and implementing a waterfront plan that acknowledges the importance of both commercial fishing and leisure boating.

3. The waterfront plan should include appropriate marina facilities such as fuel docks, boat launches, transient and permanent moorage, pump-out station, fuel, food, water and repair services. The waterfront should include an attractive esplanade, landscaping, tourist-oriented shops and restaurants which are sited to take advantage of the beautiful setting.

4. Upgrade the existing accommodation base to serve increased destination and weekend vacation traffic. Motels and resort lodges should be oriented toward the waterfront and include quality dining and entertainment services. A central reservation service will be essential to maintaining high occupancy rates.

It is anticipated that many of the resort units (possibly as great as 50%) will be located along the oceanfront between Cox Point and Tofino. Such lodges outside of Tofino will include several recreational amenities/services such as tennis courts, walking trails and a horse-back riding stable. A sea-side golf course would be an important attraction in increasing the length of stay of visitors to this west coast destination area.

5. Encourage the development of scenic boat tours to Fort Defiance Historic site, around Vargas Island as well as special tours to view marine mammals. Expand both the existing boat rental services and sport fishing charters.

6. Encourage specialty airtours for viewing Long Beach and providing access to Hot Springs Cove and other significant features along the coast of interest to tourists.

7. Develop and market handicraft products produced locally through local retail outlets, especially those produced by the local Native Indian band.

8. Examine the feasibility of developing a tourist oriented fish market, promoted throughout the surrounding communities.

6.4.6.4 Tofino Inlet/Kennedy Lake Campgrounds

1. Establish campgrounds at Tofino Inlet and Kennedy Lake with a total of 100 camping units from fully serviced to primitive sites.

2. Orient Kennedy Lake campground toward the waterfront and include a developed beach, boat launch and docking area for power and sail craft, amphitheatre, and interpretive trails. An assessment should be given to the expansion of the existing picnic/camping area at the south end of Kennedy Lake as opposed to developing a new camping area.

3. Develop the Tofino Inlet campground for water access only. Both the Kennedy and Tofino Inlet campgrounds would be operated by the Provincial Parks Branch.

6.4.6.5 Toquart Bay Four-Season Resort

To take advantage of the outstanding beach resources along Toquart Bay, it is proposed that a four-season resort lodge be established. The development of this resort will assist in promoting the overall image of this destination area but should not be established until the resort communities of Ucluelet and Tofino are fully operative. The following development guidelines provide a conceptual framework for the development of this resort.

1. It is proposed that a four-season resort of medium size be established. The resort should include special architectural treatment and be complementary to the surrounding environment.

2. The major attractions of the resort will be water based recreation (Class One beach), scenic viewing, interpretive program, fishing, hiking, diving (Broken Islands Group) and wilderness canoeing.

3. Include in a central recreation area, meeting facilities, kiosk, an indoor pool and generally, enough indoor facilities to be considered "weather proof" during periods of rain and fog. Other facilities will include a boat launching and docking area, and an excellent swimming beach.

4. Reserve the area required for the resort from possible logging operations.

5. Develop Toquart Bay resort after the accommodation base, recreation facilities and markets have been established for Ucluelet and Tofino.

6. Manage the area surrounding the lodge for dispersed roadless recreation.

6.4.7 Courtenay/Comox - Campbell River Regional Tourism Destination Area

As shown in Drawing No. 5, this area, situated along the east coast of Vancouver Island, includes a signficant section of the Strait of Georgia shoreline as well as a large inland area including part of Forbidden Plateau. Based on the resource analysis, it was found that this area has a strong resource base with limited innovative attractions and quality accommodations.

Campbell River has developed into an international resort community based almost exclusively on the salmon sport fishery which results in a sensitive market situation. Courtenay/Comox has continued to provide some tourism services to the travelling public along the Island Highway and to tourists entering the Island from Powell River. With the exception of the addition of Mount Washington the industry has changed little in recent years.

Based on the forums held on the Island, it was found that in the Nanaimo-Courtenay Lowland planning unit, there was a strong desire by residents to stimulate and develop the tourist industry. In Campbell River there was also an interest in expanding certain aspects of the industry. Based on these positive attitudes and the relatively low annual occupancy rates (56%), it is clear that a stimulus or travel generator combined with clear direction and programming are required to realize the area's destination status.

It is the intent of this Plan to develop tourism programs and services according to the Campbell River/Discovery Passage and the Nanaimo/Courtenay Coastal Lowland sub-strategies. Specifically, regional destination resort areas will be established with scheduled linkages between service centres and oriented toward the package tour industry. The combination of sport fishing, other water based activities, inter-island boat tours, alpine skiing and certain cultural features will highlight the attractions in this destination area.

The following outlines the general guidelines for realizing the potential of this maritime and inland tourist area.

6.4.7.1 Campbell River Destination Resort Community and Regional Service Centre

Campbell River, in conjunction with Courtenay-Comox is seen as one of the major resort communities - service centres for this regional tourism destination area. Campbell River will continue to be a significant gateway centre to the Region and more specifically, the northern portion of the Island with air, water and surface access. The community currently hosts several annual events, ranging from local to international significance, and services in conjunction with the salmon sport fishery. It is proposed that the role of the community be expanded to establish a year round resort community, significantly increasing the annual occupancy rates of the accommodation sector. In this regard, Campbell River may capitalize on the development of Mt. Washington alpine ski area, expansion of unique package tours and other local attractions of interest.

It is imperative that the local tourist industry becomes diversified as fluctuations in the availability and trophy quality of the salmon resource could significantly affect the community.

The following outlines the major planning concepts for Campbell River.

1. Expand Campbell River as a diversified resort community providing a high standard of dining facilities, accommodation, marina services, entertainment and outdoor recreation facilities. These services would be marketed toward the salmon sport fishery during the summer season, and toward alpine and cross-country skiing package tours and scenic cruising through the Discovery Islands. It is proposed that additional accommodation should be in the form of resort lodges catering primarily to the sport fisherman and alpine skier. A central reservation system is required for the accommodation plant from Nanaimo to Campbell River.

2. Undertake a master waterfront development plan to identify lands to be acquired, the location and size of marina services, proposed recreational facilities and open space, pedestrian and vehicular service system and streetscape treatment requirements. The Campbell River waterfront should be designed as a city park area to provide both active and passive recreational activities for use by both local residents and tourists.

3. Develop a championship 18-hole golf course (to complement the existing Campbell River Golf Course) with appropriate club house and related facilities. This golf course should be designed to accommodate extended season play and annual tournaments of regional and provincial significance. The Campbell River golf course should be included in Island all-year/extended season golf tour packages and golf/ski week packages should be actively marketed.

4. Upgrade/expand the recreational small craft marina(s). The marina(s) should include transient and permanent moorage to serve both power boat cruisers and sail boats. The marina(s)

should be planned to provide a wide range of services including: electricity, dining facilities, food stores, (possibly located near the marina), water, fuel, communication and nearby accommodation. It has been estimated that by 1985 there will be a shortage of approximately 300 berths for permanent and transient moorage in the northeast part of the Island.

5. Develop/expand facilities for the chartering of cruising pleasure craft to take advantage of the outstanding power cruising and sailing opportunities found through the Discovery Passage and the islands north of Campbell River. Several types of charters are required including bare boat, skippered, crewed, etc., to meet the requirements of the different market sectors. Some additional capacity may be anticipated in the sport fishing charter operations as well as the fly-in charter sport fish operations. The development of additional charter services may be linked with a Campbell River hotel-resort which will bring advantages to both parties.

6. Encourage the establishment of a scenic boat tour through certain sections of Discovery Passage and around Quadra and Sonora Islands. It is proposed that the boat could provide a link between Campbell River and specific scenic or heritage resources of interpretive interest. Depending on a number of variables, including design, size, length of trip, type of operation and market opportunities, the boat would be used for sight-seeing for people vacationing in this part of the Courtenay/Comox-Campbell River Destination Area, package bus tours on the marine scenic drive, cruises for conventions, school groups and club organizations and dance cruises. The boat cruises would aid in promoting Campbell River during the shoulder seasons and provide an additional non-fishing activity during the summer months. It is proposed that the boat tour

become an attraction and broader market awareness develop around this attraction.

7. During the shoulder seasons market the resort lodges for use by small convention groups, meetings, social clubs, private parties and weddings and incentive package vacations.

8. Promote the image of Campbell River as a destination oriented recreational centre with a combination of all-season recreational facilities (land and water oriented) that will provide entertainment, enjoyment, relaxation and excitement for people of all ages. It is important that the traditional perception of the area as a single season be modified to recognize that this is an area of extended seasons and overlapping simultaneous activities.

9. Establish scenic day long bus tours into the nearby Campbell River Outdoor Recreation area and to the Gold River limestone caves. These bus tours would vary in length and purpose according to market demands and season. It is anticipated that the bus tour would complement the sport fishery and provide an alternative recreational activity for those members of the party not wishing to devote all their time to salmon fishing.

10. Enlarge the Campbell River Museum and promote its native heritage resources in conjunction with the Native Indian Museum on Quadra Island.

6.4.7.2 Courtenay/Comox Local Tourism Centre

The Courtenay/Comox area is the major service centre for tourists arriving by ferry from Powell River, part of the marine scenic drive. The two communities are also important service centres for tourists travelling the Island Highway to Port Hardy and the ferry to Prince Rupert (bus tours and private automobile) as well as the newly established Mt. Washington alpine ski area on Forbidden Plateau. Courtenay/Comox is also located in close proximity to Union Bay, the destination for the proposed Vancouver-Mt. Washington sea-ski jet foil. The intent of the Plan is to develop a resort community image for Courtenay-Comox and to assist the community in developing quality services and a high utilization rate for its accommodation base.

The following outlines the primary development concepts for Courtenay/Comox.

1. Designate Courtenay/Comox as the primary service centre and destination on the marine scenic drive within the Courtenay/ Comox - Campbell River Destination Area. Develop a special image that can be associated with the community.

2. Develop these communities as local service centres for the tourism industry and provide a high standard of dining, accommodation and entertainment services. These services should be marketed toward the package tour operators, travelling public along the Island Highway and the winter alpine ski markets (Mt. Washington, in particular).

3. Encourage the establishment of additional accommodation base that will be suitable to the market sectors previously identified. Fully licenced dining rooms, restaurants and lounges with night entertainment and indoor pools are all considered important elements in satisfying the expectations of destination oriented visitors to the area. Size of these facilities should be determined following assessment of the market associated with Mt. Washington and attractions in the area. The development of future facilities should, however, be able to accommodate package bus tours.

4. Upgrade the appearance of certain sections of the communities (entrance/exit areas, and the business and accommodation areas) through the implementation of an urban streetscape plan. Under a master waterfront development plan identify the location and size of essential services and proposed recreational facilities and landscaping treatment. The public waterfront areas should have a high degree of landscape treatment and include cycling paths and picnic areas overlooking Comox Harbour and the marina complex. Consideration should be given to determining the future tourist role of Goose Spit.

5. Develop additional charter boat operations associated with certain resorts and hotels similar to the situation in Campbell River. The intent would be to create tour boat vacation packages of 7 to 14 days duration. The boat would link a number of resorts of varying themes (i.e. wilderness on an inlet, fishing, golf, island beachcombing) that would offer a package vacation. For example, one package might combine time at a luxury hotel in Vancouver with a Sunshine Coast health spa, a Powell River scuba resort, Bute Inlet wilderness lodge, Campbell River fishing lodge, Courtenay hotel with ski shuttle, and seaside hotel in Victoria.

6. Determine the feasibility of establishing a scenic boat tour along the Strait of Georgia, Texada Island, Denman and Hornby Islands, and possibly as far north as Cortes and West Redonda Islands. It is anticipated that the boat would offer similar trips (also similar markets) to that outlined for the Campbell River excursion boat and become an attraction in itself and add to the identity of the area.

7. Construct a third golf course in the Courtenay/Comox area to complement the Comox and Sunnydale Golf and Country Club. If possible, the golf course should have a marine exposure and be used in promoting winter and shoulder season golf packages.

8. Upgrade the appearance and establish recreational amenities at the Little River ferry terminal. Additional ferry service should be considered during peak season.

9. Encourage the use of the accommodation base during the shoulder season by the promotion of sailing schools, climbing in the Forbidden Plateau, major curling bonspiels and other weekend events.

10. Determine feasibility of acquiring a jet foil to operate between Vancouver and Union Bay during the winter months. This boat would provide weekend and mid-week rapid sea passage for alpine skiers destined for Mt. Washington and local accommodation. The weekend jet foil would leave Vancouver Friday and return Sunday night with skiing at Mt. Washington Saturday and Sunday. The package would be designed to include transportation to and from Mt. Washington and accommodation in the Courtenay/Comox area.

11. Investigate the feasibility of sea-ski cruise ship package originating in Vancouver, the gateway city. On weekends such a cruise boat would provide excellent dinner and dancing from Vancouver, on board accommodation while en route to the Courtenay/Comox or Campbell River areas, shuttle service for day skiing at Mt. Washington, on-board apres-ski and accommodation and return scenic cruise. Similar mid-week packages could be constructed to facilitate off-peak use of Mt. Washington and to provide turnaround back-to-back use of the cruise vessel. Packages could include not only ski, but golf activities. This cruise ship operation would necessitate the determination of suitable docking areas possibly in the vicinity

of Union Bay or Campbell River. In Campbell River, the ship could add immeasurably to the local waterfront activity.

12. Improve the railway station to accommodate increased tourist traffic on the Esquimalt-Nanaimo line, primarily during the summer season between Victoria and Courtenay.

6.4.7.3 Mt. Washington Four-Season Alpine Resort

Mt. Washington has recently been developed on the northeastern flanks of Forbidden Plateau and is providing alpine skiing and second home ownership opportunities for both the local and regional markets (including the Lower Mainland). It is anticipated that alpine skiing at Mt. Washington and other ski resorts to be developed in the area will be the main winter tourism generator in this destination area.

Specific development concepts for Mt. Washington are outlined in the following:

1. Improve access to Mt. Washington from both Courtenay/Comox and Campbell River in the immediate future.

2. Establish a special image and identity for this alpine resort complex through a development and marketing scheme. A theme of sea/ski should be explored further.

3. Develop off-season facilities to encourage both growth and investment in second home ownership. These facilities could include a tennis club, golf course, summer skiing, swimming pool and unstructured recreation area. In addition to the recreation facilities, additional dining, lounge and entertainment facilities are required that may be used on a four-season basis.

4. Supply additional accommodation including the establishment of interval time-sharing units and second home vacation units. In order to develop equity in the area, it is suggested that rental accommodation be limited in preference to home ownership, interval time-sharing and condominium developments. It is important to the continued success of the resort that a central reservation system and property management be used to maintain high occupancy levels.

5. Install adequate snowmaking equipment in order to deal with the climatic variations in this ski area.

6. Give consideration to holding provincial and regional ski events in order to assist the marketing of Mt. Washington and the maintenance of high interest in the ski area. The diversity of land and water based recreation opportunities should be strongly considered in marketing Mt. Washington.

7. Develop scheduled transit between Campbell River, Courtenay/Comox and the ski resort.

6.4.7.4 Miracle Beach Resort Area

Miracle Beach Park currently has approximately 185 campsites with close to 700 m of developed beach. It is proposed that at or in close proximity to this beach park, additional transient and destination oriented campground and small resort development be undertaken.

1. Undertake detailed planning for park expansion or the creation of a second public campground taking advantage of the outstanding sand beach resources. The proposed park should be developed to provide accommodation for tourists sight-seeing along the Island Highway and water based recreation opportunities for local residents, as well as tourists spending longer

vacations in this destination area. The park should include up to 200 campsites including both designated electrical and non-electrical sites and a group camping area.

2. Develop small to medium size destination resorts with quality cuisine, and emphasis on relaxation by the sea.
3. Create an active recreational program including interpretation of the nearby oyster beds, swimming and sunbathing, sailing, windsurfing, sight-seeing and audio-visual programs.
4. Expand visitor services such as food concessions, groceries, gasoline and laundry facilities located in this resort area.

6.4.7.5 Puntledge River Salmonid Interpretive Centre

One of the objectives of the Courtenay/Comox - Campbell River Destination Areas is to develop a range of quality attractions in close proximity that will be suitable for package tours. It is proposed that at the existing hatchery a major interpretive centre be developed that will be of regional significance and will extend the visitor's length of stay in the area.

1. Establish a regionally significant salmonoid interpretive centre in the Puntledge River in close proximity to Courtenay/Comox.
2. This interpretive centre should include approximately 2,000 sq. feet of floor space and include active and static indoor and outdoor display themes describing the life history of the salmon, commercial and sport fishing practices, commercial use of the fish and others that will complement the more modest facilities on the Qualicum River to the south.
3. It is proposed that the interpretive centre be staffed and open to the public on a year round basis.

4. Special landscape and architectural treatments should be included in the design of the centre. Parking and internal circulation and essential services should be designed to accommodate bus tours.

6.4.7.6 Cumberland Oriental/Mining Museum

A major upgrading has occurred to the Cumberland museum with an oriental/mining theme. It is proposed that the museum be marketed as one of the authentic tourism generators in the Courtenay/Comox-Campbell River tourism area and be designed to accommodate package bus tours. Like the salmonoid interpretive centre, the museum will assist in extending the tourism season and lengthen visitation time in Courtenay/Comox-Campbell River area.

1. Develop the Cumberland Museum with facilities capable of handling tour bus groups.

6.4.7.7 Regional Alpine Resort/Forbidden Plateau

The development of Mt. Washington alpine ski area including the second-home vacation property has been a strong indicator of the latent demand for alpine skiing and the availability of investment capital for leisure time facilities (i.e. second homes). As a result of the limited areas with terrain and climate suitable for alpine skiing on the Island and due to other resource uses (i.e. forestry operations) it is proposed that preliminary investigations be undertaken in an attempt to identify a second alpine ski resort of regional significance. By determining the area requirements of this resort at an early stage, possible resource conflicts may be recognized, alternative management plans prepared and mitigation/ rehabilitation techniques applied. Detailed planning for this resort would not be initiated until after Mt.Washington was substantially developed and it has been determined that there was adequate market potential. The following outlines a number of key considerations in planning for this alpine resort area:

1. Initiate feasibility investigations to determine the location of an area suitable for the development of a regionally significant alpine ski area and base. Based on the preferred site undertake the preparation of a conceptual development plan for both the mountain and base areas.

   In the assessment of alternative areas, the preferred area should have a minimum vertical drop of 500 m, and a ski area capacity of 4000 skiers/day.

2. Develop a significant proportion of the accommodation units as condominium resort (interval-time sharing) and second home units in order to increase the amount of capital investment in second home vacation property on the Island by B.C. residents. It is anticipated that this resort, over a phased development period, include ownership and rental units and will further support the commercial roofed accommodation in Courtenay/Comox and Campbell River areas. The resort would also be linked to Vancouver by a suitable man-made transportation system (jet foil).

3. Establish a central reservation system to maintain high occupancy rates and to take advantage of international package tours that may wish to include other activities (possibly sport fishing) on the Island.

4. It is important that the resorts be developed in the regional context. Develop quality off-mountain entertainment and other related services in order to make Island ski resorts more competitive with Mainland resorts such as Whistler and Blackcomb, which are stronger on vertical drop and number of runs.

5. Provide scheduled transit services to the resort from the major centres of Courtenay/Comox and Campbell River.

6.4.7.8 Campbell Lake Outdoor Recreation Area

This area is located north of Highway 28 and west of Campbell River to a line extending north from the eastern boundary of Strathcona Park and north to Discovery Passage (Drawing No. 5). It is proposed that this special policy area be identified in the official settlement plan of the Regional District of Comox-Strathcona for the purpose of preserving and managing the inland lake resources for use by local and regional residents to the area. Camping and sport fishing will be the predominant summer recreational activities.

The following are a number of statements/directions of what is intended to be achieved through the designation/management of this outdoor recreation area:

1. Develop a multiple-use management program identifying the long and short range management objectives and development plans for each resource activity.

2. In concert with the resource management plan, upgrade/expand and relocate camping/day use areas according to market requirements and resource capacity.

3. Develop a comprehensive hiking trail system in the Campbell-Brewster Lake area for day use and overnight trips.

4. Maintain/improve the fishery habitat and water quality of the lakes and river systems.

5. Protect the quality of the scenic resources. Alteration of the shoreline resources can occur both naturally and through man's activities; meeting this objective may affect other resource uses.

6. Specific roads in the area should be designated for recreation; others should be designated for forestry resource purposes to avoid conflicts in use.

7. Promote the Elk Falls sawmill and paper mill tours. Although located in the Campbell Lake Outdoor Recreation Area, bus tours may be developed from Campbell River and provide the major market to this oceanside point of interest.

6.4.7.9 Other Tourism Activities

The Courtenay/Comox-Campbell Destination Area includes both maritime and land oriented resources of both an organized and unorganized nature. Although the primary themes to be promoted for this area are salmon sport fishing, alpine skiing, and scenic cruising, the key to marketing will be the extended seasons with simultaneous overlapping activities possible, which is seldom found elsewhere in North America. It is anticipated that the total range of activities of an outdoor nature may be expanded to appeal to a broad range of markets.

The southwest part of this destination area includes the east flank of Forbidden Plateau. In this area (including the Comox Glacier Trail area), additional hiking trails should be established for day use and extended trips. These hiking trips could be organized and commence from one of the existing ski areas (Mt. Washington and Wood Mountain Ski Park) and could include guiding services. Some of these trails (or sections thereof) may also be used for cross-country skiing. Additional investigation is required concerning the size of the cross-country ski market, accommodation requirements and other related services prior to preparing any specific outdoor recreational opportunities.

A popular outdoor recreational activity often associated with large park areas and Crown Lands is horseback riding. The combination of rugged landscape and scenic shorescapes is considered highly desirable for group horseback riding. Stables should be established in close proximity to the resort areas and be promoted as a secondary activity while vacationing in the area.

It is important to recognize the importance of the scenic drive to Discovery Passage along the coast between Oyster River and Campbell River. The planned Island Highway re-alignment, which could handle through traffic, may present opportunities for the older Island Highway route to become a pleasant slow paced tour drive. A road management plan is required for this scenic drive that will consider future land use, open space and picnic areas, scenic vistas and signage. The strong land/water image is critical to the success and pleasure of this drive.

6.4.8 Gold River Local Service Centre

Gold River is recognized as a local service centre providing services to the touring public who wish access to the Central West Coast of the Island.

The Gold River area offers certain attractions in its own right; these include sport fishing and special features of historical significance and geological interest including the limestone caves. Specific development concepts recommended for the Gold River area include:

1. As an initial promotional device to increase the tourism flow into the Gold River area, packaged day use bus tours for limestone cave exploration should be organized from the Courtenay/Comox Campbell River Destination Area. These tours should also include other points of recreational, ecological and geographic interest.

2. Develop appropriate services for both day use and extended stay visitors in the area. This development should take place in the vicinity of Muchalat Inlet. Accommodation could include a lodge and serviced campground of a modest scale.

3. In the Nootka Island area to the west of Gold River, several marine parks should be developed. Bathing space sufficient to accommodate local, charter and tourists should be provided for ocean canoeists and kayakers.

4. In the long term the tourism attraction value of the historic visit of Captain Cook should be realized. A Captain Cook interpretive facility should be developed in Gold River and linked with tours to the historic site on Nootka Island. Attempts should be made to increase the role of the native communities of the area in the development of historic/cultural tourism developments.

5. Operations of the Uchuck IV Pacific boat tour should be expanded to provide both more frequent tours and an extension of the current tour season. The tour route should be developed to encompass points of both ecological and historical significance.

6. A modest interpretive and information centre should be developed in Gold River. Information available at the centre should encompass weather conditions, accommodation, and back country and coastal routes which would include historical sites, the local limestone caves, and other areas of ecological and geographical interest.

6.4.8.1 Strathcona Provincial Park

Strathcona is a large forested, mountainous provincial park with minimal destination or day use. The park is operated under a multiple use mandate and due, in part, to the large scale forest and mining operations and the absence of a master recreation plan, there has been a reluctance by both the Parks Branch and the private sector to invest in any substantial capital developments. It is paramount that the resource conflicts be resolved and the future role of this park be determined. A comprehensive master parks plan must be developed prior to the investment of capital for tourism purposes. Following the preparation of a long range resource plan that supports the activities of commercial outdoor recreation operations it will be possible to achieve the potential of this area for tourism purposes.

6.4.9 Johnstone Strait - Discovery Passage Marine Outdoor Recreation Area

As shown in Drawing No. 5, a large land-water area stretching from Campbell River to north of Kelsey Bay has been identified as a special policy outdoor-recreation area. The primary management objectives for this coastal recreation area are to preserve the land and water resources for scenic viewing (tour boats, cruise boats, etc.), sport fishing, interpretation (cultural, historic and nature) and the development of resort lodges (oriented toward glacier and mountaineering activities in the Mt. Waddington Area). This area is to be developed and managed in concert with the adjacent Powell River-Bute/Toba Inlets Marine Recreation Area in the Southwestern B.C. Tourism Region. The following development concepts will provide the necessary direction for both the preservation of various sensitive and significant resources as well as the development of destination nodes and auto/marine service centres.

1. Develop a resource management plan from a tourism perspective addressing the critical issues associated with remote marine oriented areas providing rationale for land use and management decisions. This tourism resource plan need not be limited to this outdoor recreation area and might include other areas north of Campbell River.

2. Acknowledge the importance of the scenic resources to tourist operators at communities such as Campbell River, Sayward/ Kelsey Bay and Quathiaski Cove. From a local and regional perspective, this area may appear to provide numerous opportunities for dispersed water-oriented recreation needs. However, there are a number of unique values - principally scientific, heritage and historical that make it desireable to have a large geographically dispersed recreational area.

3. Encourage tour boats from Campbell River, for charter for one and two day trips into the islands with arrangements to drop off and pick up tourists who wish to enjoy remote camping and hiking on some of the uninhabited island areas.

4. Establish additional provincial marine parks, with extensive island-based recreation opportunities in the Johnstone Strait - Discovery Passage Island area. It is important however that these islands retain a wilderness-remote character and high profile to the U.S. and international sport fishermen.

5. Develop additional marine and small craft harbour services as required to meet market demands.

6. Improve the anadromous fishery in order to maintain the high profile of Island communities dependent on this resource to support their tourism industry.

   Even more important is the need to diversify the utilization of the fishery resources in order to reduce the market vulnerability of dependance on the salmon species. Thus the market image should be broadened to encourage use of the relatively abundant (and largely ignored) ground fish species.

7. Organize and market packaged vacations which will offer opportunities to enjoy the variety of special activities available throughout the Marine Recreation Area e.g. golfing, fishing, boat cruising/tours, camping, hiking, scuba diving, skiing (at Mt. Washington) etc.

6.4.9.1 Quadra Island

Quadra Island is located in close proximity to Campbell River and thus, is susceptible to spill-over effects of this community's development as a service centre. Much of the infrastructure should be located at Campbell River although low intesity developments may be permitted on the island provided they are in keeping with the local community atmosphere found at Heriot Bay and Quathiaski cove. Some increase in day use attractions and events on the Island should be encouraged.

The following are several tourism and recreation developments that reflect on the low key strategy proposed for Quadra Island:

1. To incease the day use activities, develop a pedestrian-cycling route, with a bicycle concession, along the waterfront at Quathiaski Cove. Develop interpretive signage identifying places of interest and historical events that would appeal to tourists.

2. Upgrade and expand the recreational marina services at both Heriot Bay and Quathiaski cove. The intent of these marinas should be to provide comprehensive services for both transient and permanent power and sailing craft.

3. Encourage local artisans to develop quality handcraft products that may be marketed locally and throughout Vancouver Island. Continue to promote the Native Indian museum, heritage and cultural elements of the Island's resources to the large Campbell River market.

4. Generally improve the signage, appearance of buildings and day use services including restaurants and other tourism oriented shops in keeping with the overall objectives of the Island.

6.4.9.2 Discovery Passage Boat Tours

As previously discussed, scenic boat tours may be established commencing from the Campbell River waterfront and providing, half day, day and overnight tours into areas such as Quadra Island, Big Bay and Thurston Bay Marine Park. Other destinations to be included are the resort lodges on Knight, Bute and Toba Inlets (Southwestern B.C. Regional Tourism Plan). In addition to the sightseeing tours, it is anticipated that special cultural-historic and nature interpretive tours would be developed. These tours will provide an interesting boat trip through the Discovery Passage Islands for those tourists in particular who are not sport fishing.

To provide marketing assistance, the boat tours could be included as part of package bus tours passing through Campbell River. It is anticipated that scenic boat tours will have the effect of increasing the length of visitation at Campbell River and to extend the season (especially prior to and after the beginning of the salmon sport fishing season). The type and capacity of the boats under consideration is dependent upon a number of variables and is beyond the scope of this plan. However, it is suggested that boats accommodate up to 150 passengers. In certain instances, when market awareness permits, some of the tour vessels could include lounge facilities. These boats could be used in the more southerly parts of the Region during the off-peak season in order to increase their rate of utilization.

6.4.10 Mt. Waddington Outdoor Recreation Area

This special policy area comprises most of the mainland area included in the Vancouver Island Tourism Region. Typically the area is comprised of rugged mountains, narrow glaciated valleys and includes the remnants of several major glaciers.

The recreation developments and management plans for the area are to be planned from a resource perspective which will protect the scenic wilderness mountain character, and fish and wildlife resources of the area. The area should be for use by commercial guided adventure tour/nature study groups and guided mountaineering expeditions.

Based on this sub-strategy, the development/management intent will be to plan activities in specific areas and along routes (water and land) in order that management efforts may be directed in a more effective manner.

As shown in Drawing No. 5, the primary developments in this area are confined to three potential wilderness resort lodges. The following outlines the development concepts for these lodges and associated activities.

6.4.10.1 Knight Inlet Wilderness Resort Lodge

It is proposed that a wilderness lodge be established near the head of Knight Inlet to serve mountain climbing expeditions, nature groups, sport fishermen, and river rafting parties planning to fly into Chilko Lake. Access to the lodge will be primarily by chartered air service with scenic boat tours to the lodge occurring on a regular basis. The lodge will cater to a relatively exclusive group demanding high calibre guiding services for both mountain/glacier hiking, mountaineering and sport fishing.

Specific development purposes for this lodge include the following:

1. This wilderness resort lodge should have a minimum of 60 to 70 beds. The lodge and related buildings should be architecturally distinctive and complement the surrounding landscape. The lodge will operate during the spring, summer and fall seasons and possibly during the winter if heli-skiing is proven to be feasible, e.g. Klinaklini and Mt. Silverthrone glacier.

2. The primary intent of the lodge will be to provide exclusive sport fishing and mountaineering services (including mountain and glacier walks). Additional investigations are required to determine summer heli-skiing opportunities on Mt. Waddington and the potential of sections of the Klinaklini and Homathko Rivers for river rafting. Both rivers are accessible by back-country roads in the Cariboo-Chilcotin Tourism Region. Thus access to the river trips could be from the interior of the province or by air from the coast with the wilderness lodge serving as the terminus of the river trips.

3. Charter air service should be provided between the lodge and Campbell River and Port McNeill. Much of the traffic is anticipated to be from the regional airport at Campbell River.

4. Dining facilities should be provided to accommodate tourists arriving at the lodge via the scenic boat trip. Essential marina services are also to be provided by the resort.

5. Establish a system of hiking trails also provided by the resort lodge, and huts/shelters on Mt. Waddington.

6.4.11 Seymour-Kingcome Inlet Outdoor Recreation Area

In order to realize a significant economic return from use of these mountain-marine resources by U.S. and international guests, feasibility investigations should be undertaken to determine the interest, location, size and markets required for two remote resort lodges on Seymour/Kingcome Inlets. It is anticipated the guidelines for planning and developing these lodges will be similar to that of Knight Inlet Wilderness Resort Lodge although the experiences and the market segments will be quite different. These will be small scale marine lodges with emphasis on boat cruising and fishing. Power boat charters, both skippered and bare boat, will be offered as well as resort accommodation. The Provinicial Parks Branch should explore opportunities for extending the Marine Park system into the Queen Charlotte Strait-Seymour/Kingcome Inlet areas.

6.4.12 Port McNeill-Port Hardy Regional Tourism Destination Area

This destination area is located in the northeast corner of Vancouver Island and has only recently become accessible by automobile. The area includes a strong natural resource base as well as several important cultural attractions associated with the heritage of the West Coast Native Indians, maritime history, religious missions and the forest industry. With the completion of the Island Highway, the north end of the Island including this destination area has come under intensive pressure for accommodation and other tourist services. This pressure has been further complicated by moving the Prince Rupert Ferry from Kelsey Bay to Port Hardy. Because of these sudden changes and the lack of tourism planning and development preceding the completion of the Island Highway, the area has experienced considerable problems including shortfalls in roofed and unroofed accomodation, automotive services and trained staff. It is proposed that a natural environment-sport fishing resort image be marketed for the area.

The Port McNeill-Port Hardy tourism area includes parts of two planning units, Alert Bay/Tsitika and the Cape Scott/Port Hardy lowlands for which resource-sensitive sub-strategies have been developed and the following criteria may be applied to the area.

1. Designate Port McNeill-Port Hardy as a Regional Tourism Destination Area within the Official Settlement Plan for the Regional District of Mount Waddington and develop policies to promote the area and protect the resources.

2. Through signage and promotional literature, develop an "End of the Road" theme that will be supported by a strong market identity with natural environment, Native Indian history and sport fishing elements.

3. Assess in detail spelunking opportunities and develop interpretive programs, supported by commercially guided tour operations.

4. Develop heritage policies for the protection of significant buildings, archaeological sites and Native Indian cultural artifacts.

5. Develop destination resorts attracting a range of market segments; encourage futher development of public and private campgrounds in attractive water-based recreation settings.

6. Encourage policies and programs that will encourage the development of cottage industries and Native Indian handicraft products.

7. Increase entrepreneurial and service skills and capital investment by local residents in the area. It is important to ensure the quality and size of the resort operations in order to obtain a sufficiently strong market awareness and "critical mass" that will maintain the overall economic health of the tourism industry.

8. Develop comprehensive regional park guidelines for the Regional District of Mount Waddington cognizant of local requirements, Island Highway tourism needs, destination tourism as well as guidelines for multiple use of the forest resources.

9. Development be undertaken recognizing resource capabilities, and tolerance to support increased use over the long term.

10. Institute policies to enable increased backcountry travel with four-wheel drive vehicles using the network of logging roads throughout the north end of the Island.

11. Encourage the design and route planning on new roads from a tourism perspective.

12. Encourage low cost packaged flights from Vancouver and Victoria to Port Hardy for short stay sport fishing trips and for tourists wishing to embark on the scenic "Inside Passage" ferry trip to Prince Rupert.

6.4.12.1 Port Hardy Regional Tourist Service Centre/Gateway Community

Port Hardy is the most northerly community on the Island, the terminal point for the B.C. ferry to Prince Rupert and the end of the Island Highway. As a result of this combination of circumstances, the community has received unprecedented pressure for accommodation and related tourism services in recent years.

The following developments have been prepared to meet the short and long term requirements of this coastal community:

1. Prepare a comprehensive community and waterfront development plan identifying the role of the community from a tourism perspective including accommodation, food, fuel, sport fishing and other service requirements; special events and attractions should also be developed.

2. Immediately expand the accommodation base to meet the demands for roofed and unroofed accommodation. The roofed accommodation should include dining, beverage and entertainment facilities, campgrounds should be fully serviced. In planning for these facilities, it should be recognized that periodically there will be severe shortfalls in the accommodation plant due to ferry strikes, weather, etc.

3. Establish a visitor services centre with a central reservation system near the waterfront. Information should be made available describing the various events, features and attractions available throughout the area.

4. Develop tourist attractions based on the historical and cultural resources of the area such as the historic development of Fort Rupert or coal mining as well as the marine history. These different themes could be developed independently or combined in one tourist attraction facility.

5. Ensure there is sufficient capacity on the ferry system to meet projected market demands. Innovative means must be used to ensure full utilization of mass modes of travel (eg. buses).

6.4.12.2 Port McNeill Local Service Centre

Port McNeill is a growing community that has recently become an important highway service centre. Further, Port McNeill is a terminal point for the Sointula-Alert Bay ferry (an interesting experience in itself). In order to provide the requirements of a local service centre, the following developments are proposed:

1. Prepare a community waterfront development plan considering many of the same elements as outlined for Ucluelet. It is important that the non-boating public be able to be in close visual contact with both the recreation and commercial marina areas. Further, the waterfront should include a range of shops and attractions of interest to tourists. The community development plan should provide direction for investment by the private sector.

2. As a local service centre, Port McNeill should provide an appropriate standard of dining, fuel (auto/marina) and accommodation services for both vacation and business traffic to the north end of the Island.

3. Develop fully serviced Public or private campground with 75 to 100 units within or adjacent to the municipal limits for use by pass-through traffic as well as sport fishermen.

4. Upgrade the general appearance of the business centre with appropriate landscaping, parking, (auto and tour bus), signage and pedestrian walkways and other tourist highway support services and specialized momentos characteristic of this fishing/ logging community.

5. Expand sport fishing charter services into the Johnstone Strait-Discovery Passage Outdoor Recreation Area and encourage the establishment of skippered/bare boat charter operations. Increase facilities/services for permanent and transient recreational craft as market demand dictates.

6.4.12.3 Coal Harbour

Coal Harbour is located in close proximity to Port Hardy, Highway 19 and the regional airport. Situated on the north shore of Holberg Inlet, the community has the potential to become the gateway to Quatsino Sound providing a range of sport fishing, crabbing and power boating experiences. Specific development concepts recommended for Coal Harbour include:

1. Undertake a waterfront development plan identifying future small craft marina services/facilities and support accommodation location. A total of 20 to 30 resort lodge units are required to support sport fishing and recreational boating requirements. Provide adequate dining and beverage services.

2. In order to support recreational boating from Coal Harbour marina services should be developed along Quatsino Sound (e.g. Winter Harbour, Mahatta River, Quatsino, Jeune Landing).

3. Group tours through the Utah mine on Rupert Inlet should be encouraged and publicized prior to reaching the area. Located in close proximity to Port Hardy, this type of attraction would be of interest to people waiting for the ferry as well as a secondary activity for sport fishermen.

6.4.12.4 Alert Bay Regional Attraction

Alert Bay on Comorant Island includes significant aspects of West Coast Native Indian culture and within its compact community contains the second most developed presentation of Native Indian culture in all of British Columbia, outside of major museums. Situated within a beautiful section of sea and mountains and with access restricted to air and ferry services, the community could become the major regional attraction in the north end of the Island and an important travel generator. In particular, the high quality of the new U'Mista museum and the skills of local native artisians combined with access limitations make Alert Bay very suitable as a day use attraction for independent travellers and package tours, especially via cruise ships. To realize the development intent for Alert Bay, the following program is proposed.

1. Upgrade and expand facilities/services required to support day use tourists arriving by ferry from Port McNeill. Such services include signage and pamphlets; outdoor shelter; picnic, lunch and dining facilities; rest rooms, and handicraft sale outlets. Some facilities should be large enough to accommodate groups of 30 to 40 persons.

2. Develop a design theme in keeping with the West Coast Native Indian tradition for the waterfront/entry area, especially for the small/retail commercial strip.

3. Encourage a scheduled program of Native Indian dancing and ceremonies, as well as a local artisan centre where both traditional and more contemporary craft skills can be illustrated.

   These should be Native Indian run programs designed to meet visitor expectations but scheduled and presented in such a manner that cultural integrity is retained. In particular, scheduling should recognize usual cruise ship time limitations if this market is to be encouraged.

4. Expand the Alert Bay Museum with further interpretation of the mission/outpost role of Alert Bay serving the whole Johnstone Strait area.

5. Emphasize the pedestrian experience with appropriate signage indicating walking routes and paths, local ecological sites and vista points. The small scale of the Island is especially appropriate for visitors without personal transportation.

6. Explore the opportunity for additional appreciation of the waterfront, especially intrepretation of the fishing fleet activities, commercial fish processing/sales and, possibly, a specialty seafood restaurant.

6.4.12.5 Telegraph Cove Heritage Attraction

Located at Telegraph Cove not far from Port McNeill is a picturesque sawmill village built on stilts over the sea. Also present is a small old style sawmill operation and en route, large dry and wet log sort areas. The community is still occupied but its economic survival is threatened. In its present form, it is one of the few remaining traditional ocean frontage sawmill villages in the Province. Without constant upkeep this unique community will disappear from the Province's heritage. The following development guidelines are proposed:

1. Upgrade the access road to Telegraph cove from the North Island Highway junction sufficientyly to permit tour buses. It is recognized that most roads in the north also handle logging trucks and that road pull-off and/or tour timetables may be required to facilitate multiple use. In conjunction with the local forest companies, separate pull-off and viewing areas for observation of the Beaver Cove dry sort area and the booming grounds should also be developed. Because of the new Island Highway, tourist traffic is likely to increase, so proper provision should be made and interpretive signage developed.

Should sufficient land be available, a picnic area should be established; however, this is adjacent to an important commercial operation whose priority must be recognized.

2. As both an additional attraction within the Port McNeill/Port Hardy area and as a special heritage attraction, it is recommended an assessment be done on the value of Telegraph Cove as a heritage village and work with the Regional District and the Forestry Companies and associations to preserve the village. The combination of the forest resource operations and the heritage village would significantly increase the length of tourist visitation in the area, especially for package tours and create an appreciation of the economic base of the North Island.

3. Should the heritage village concept at Telegraph Cove be accepted, some provision for tourist access is required as current access is by an active private logging road only.

6.4.13 Port Alice Caving Regional Attraction

The Alice Lake-Victoria Lake area includes a number of outstanding limestone caves of interest to tourists. It is proposed that comprehensive investigations be undertaken to map these caves and assess their interpretive potential for specialty groups and mass use by the general public. A program jointly developed by the private sector and the Provincial Parks Branch is required in developing a caving interpretive centre and guided tours through selected caves (possibly one or two caves). It is anticipated that commercial bus tours will be provided from Port McNeill. Much of the visitation will be by package bus tours and by private auto.

6.4.14 Zeballos, Tahsis, Winter Harbour Campgrounds

Between Gold River and Cape Scott there is a scarcity of campgrounds to serve both local use and backcountry travel. It is proposed that three saltwater campgrounds be established and operated by the public sector. The campgrounds should include minimal facilities with an average capacity of 25 sites.

6.4.15 Cape Scott Provincial Park

The Park is located at the extreme north-west corner of Vancouver Island with road access from Port Hardy to Holberg, the nearest settlement. While the Park contains good examples of the rugged west coast environment (beaches, rocky promentories, rainforest), it is chiefly its local historic role as an early farm settlement area that differentiates the Park. However, because of its location, weather can be unpredictable and expensive road access is not available. It is proposed that the park remain as a pedestrian access only area and be marketed as a remote ecological experience.

1. Update the master plan for the park defining the park's role within the Provincial Parks system and within its regional setting. Recognition should be given to the interpretation of the abandoned settlements and associated struggles, wildlife interpretation, photography and hiking opportunities. In particular, the need for closer automobile access and camping facilities should also be assessed.

6.4.16 Alpine Ski Areas (Arrowsmith, Green)

A number of small alpine ski areas have been developed but in each instance, the operators have been plagued by a short and unpredictable season, small market area, poor access and the high cost of development and operation. Mount Arrowsmith, east of Port Alberni and Green Mountain, west of Nanaimo, have indicated an interest in expanding both mountain and base facilities. It is therefore proposed that investigations be carried out that specifically address the climatic questions and the tourism roles of these mountains.

6.4.17 Travel Corridors

6.4.17.1 Trans-Canada Provincial Travel Corridor

The Island Highway extending from Victoria to Port Hardy is in fact the most westerly component of the Trans-Canada Highway and an important Provincial travel corridor. Many sections of the Highway have outstanding scenery (the Malahat, Oyster Bay, the new North Island segment) but are also scenically compromised or subject to very intensive travel use. The touring function of this corridor should be recognized and efforts made to market the route by segment and themes. New construction, upgrading and realignment as well as the potential Inland Highway, provide opportunities to improve tourist enjoyment of the Corridor. The following concepts and actions are proposed:

1. Continue to upgrade the highway corridor and develop pull-offs, view points and controlled auto services along the route.

2. Develop the future Inland Highway as the provincial travel corridor with the abandoned coastal (Island) route allocated a more local and touring traffic role. The new Inland Route should permit efficient north-south travel but should also be designed to enhance the traveller's experience with selective view points and pull-offs, aesthetically pleasing alignments and design guidelines for developments along the route.

3. Consider Trans-Canada designation and signage throughout the route from Victoria to Port Hardy.

4. Develop good signage for tourist attractions and services accessible from the Provincial corridor to increase the awareness by independent travellers of the Island's tourist opportunities and to encourage longer visitation.

6.4.17.2 Island Highway Provincial Marine Scenic Drive

A portion of the Island Highway system is easily connected by ferry to the marine Scenic Drive on the Sunshine Coast and then to Vancouver. Several loop scenic drives based on marine vistas and auto (bus)/ferry modes are possible and should be marketed as a special route with a variety of themes along the route.

1. Designate the section of the Island Highway from Victoria to Courtenay-Comox as a marine scenic drive. This should be supported with signage, an informative scenic drive, map/pamphlet, and the development of special themes for various segments of the drive - i.e. the Malahat segment or oystering by Courtenay.

2. Where the opportunity arises for slower scenic touring as may be possible as a result of highway realignments, the slower coastal route should be incorporated into the Scenic drive.

3. Establish guidelines for urban development along the route to preserve site lines, features of prominence and visual significance. To maintain the quality of the scenic drive, additional guidelines for major resource uses such as forestry operation should also be created to retain intact, major long distance vistas.

4. Develop appropriate support facilities such as pull-off, rest stops and picnic areas throughout the drive.

5. Consider the designation of the Courtenay - Campbell River Island Highway segment as a secondary scenic marine drive recognizing its beauty but with no emphasis on loop travel.

6.4.17.3 Highway 4 Regional Travel Corridor

Highway 4 from south of Parksville west to Tofino and Ucluelet is the second most important travel corridor, serving predominantly visitors to Pacific River National Park and the Regional service-centre, Port Alberni. Traffic has been growing rapidly on this route and the conversion of the original logging road to its present important highway status has not been without problems.

1. Designate Highway 4 a regional travel corridor and upgrade the road, especially east of Port Alberni and in the mountain section between Port Alberni and the Ucluelet turn-off.

2. Develop themed signage, pull-offs, viewing points, turnaround areas, more passing lanes and rest and picnic areas, especially in the more tiring mountain sections.

3. Develop guidelines to protect scenic views, expecially from extensive clear-cut forestry practices.

6.4.17.4 Vancouver Island Backcountry Routes

Several areas of Vancouver Island lend themselves to backcountry travel for 4 X 4's through to family sedans. To control the areas of tourist backcountry travel, several specific routes with different characteristics should be designated. Because of the extensive forestry base of Vancouver Island, travel restrictions may still be required on some of these routes.

1. Designate and announce the following backcountry routes: the Tahsis route from Gold River to Tahsis and Nimpkish Lake; the Holberg route; the Cumberland route; and the Port Renfrew route. The Tahsis route is accessible from Highway 28 to Gold River and permits a 2 to 3 day backcountry travel route through the North Island. The Holberg route is a future route which would connect Port Hardy, Coal Harbour

and Holberg in a loop route should a proposed road along Quatsino Sound to Holberg be developed. This route would be a day in length and extend the stay of independent travellers in the North Island. The Cumberland Route from Courtenay via Cumberland would be a secondary route to Port Alberni and could facilitate longer visitation and also enhance the relationship of the Cumberland/Courtenay/Port Alberni areas. In the long term, the route might provide north Island access to the Long Beach area. The fourth, the Port Renfrew Route, runs from Victoria via Sooke to Port Renfrew and then north-east to the Cowichan Lake area. This route could be a two-day route with emphasis on Port Renfrew.

2. Develop maps of the routes, interpretive pamphlets of route highlights and, where necessary, strive for all-season access for tourist use. In some areas, in the short-term, only restricted weekend travel may be possible.

6.4.17.5 Ferry Routes

British Columbians and visitors to the Province make extensive use of ferries, especially in any travel associated with Vancouver Island. The main connections are between Vancouver and Victoria, Vancouver and Nanaimo and Powell River to Comox, while U.S.A. services also connect Victoria to Seattle, Port Angeles and Anacortes. Other services also connect Vancouver Island with lesser islands. However, the current extensive summer tourist peaks and summer regional resident travel combine to make ferry access to Vancouver Island one of the Island's travel bottlenecks. In recognition of the need for good access in order to maintain the Island tourism role, the following are proposed:

1. Develop additional services including late night sailings and investigate the use of a reservation or space guarantee system for peak travel periods. Such a system might be designed to encourage off-peak and off-season travel.

2. Utilize the capability of ferries to serve a captive market by providing audio-visual packages on board the ferries; such programs would provide information on island attractions and encourage additional resident and non-resident travel as well as extended visitation.

3. Create more active and enjoyable ferry terminals for travellers with improved aesthetics, gift shops, additional food services and children's play areas.

4. Maintain and continue to build on the diverse water modes for access to Vancouver Island. In this respect it is important to maintain theme travel modes to Victoria which will capitalize on Victoria's heritage theme and provide limited auto access.

6.4.17.6 Air Access

Air access to Vancouver Island is critical for the development of fly-drive packaging and regional mini-vacationing. In addition, sight-seeing excursions are in themselves enjoyable attractions. Air services to and within Vancouver Island are relatively limited with few airports taking larger planes and many areas only having scheduled float-plane service. Some large communities such as Port Alberni have no service. In the long-term, more mass mode travel is expected and air access is a natural component of long-haul packaging.

1. Investigate the opportunities for more direct domestic flights into Victoria and Port Hardy from international gateway locations outside British Columbia, (i.e. Calgary and Edmonton) in order to assist in tour packaging.

   Also investigate the ability of Victoria Airport to handle some international direct flights.

2. Improve the regional and community air strips to provide more all-weather flight capability to reduce the uncertainty associated with float plane access, especially during the winter. Routes should recognize the need to connect with Victoria, Port Hardy or Vancouver, the major air gateways to the Island.

3. Develop a market program illustrating the full range of scheduled but scenic flights and special sight-seeing flights that facilitate use by Island visitors including tour packages.

6.4.17.7 Railway

Inter-city mass mode transportation along the E & N Railway is again possible for tourists travelling between the most southerly point (Victoria) and the most northerly point (Courtenay). Such a travel mode is both energy efficient and useful especially for visitors without private transportation and is conveniently located in the most densely populated area of the Island. An improved service would facilitate day excursions from key centres such as Victoria, Nanaimo or Courtenay and possibly encourage the use of the train for special purposes such as ski trains to Mount Washington.

1. Improve the scheduled passenger train service between Victoria and Courtenay with stops at the major service centres and resorts, more frequent runs and a wide range of travel times.

2. Investigate the suitability of existing stations and services required for the travelling public and develop an upgrading program possibly with theme stations in certain communities (e.g. Duncan).

6.5 Summary of Key Development Proposals - Vancouver Island

The following is a summary of development proposals for the Vancouver Island Tourism Region.

- Continue to emphasize Vancouver Island as a provincial tourism destination area and encourage additional development in the Sooke and Esquimalt areas that will disperse visitation from the core of the capital region thereby maintaining the critical balance of tourism carrying capacity.
- Establish four regional tourism destination areas - Pacific Rim (Ucluelet/Tofino), Nanaimo to Qualicum Beach, Courtenay/Comox to Campbell River, and Port McNeill to Port Hardy.
- Identify and promote six designated outdoor recreational areas centred on the Gulf Islands - Cowichan Lake, Port Alberni and the Alberni Inlet, Campbell River, and two marine recreation areas; namely, Johnstone Strait/Discovery Passage and Seymour/Kingcome Inlet.
- Maintain Victoria as a provincial tourism service centre and establish Nanaimo, Port Hardy, Campbell River, Port Alberni, Duncan and Cowichan as regional service centres with Port McNeill, Courtenay/Comox, Tofino, Ucluelet and Port Renfrew fulfilling the roles of local service centres.
- Expand Victoria Airport to fulfill an international gateway role and recognize Port Hardy, Nanaimo and Courtenay/Comox as the regional gateways to the Vancouver Island Tourism Region.
- Designate a marine scenic drive linking Victoria, Courtenay, Powell River and Vancouver and promote this provincial scenic route to the package tour industry thereby capitalizing on the attractions and extensive accommodation plant along the route. Encourage the development of the Inland Highway and continued upgrading/realignment of the Island Highway thereby

providing substantially upgraded north/south access to the travelling public wishing to use the Victoria - Port Hardy - Prince Rupert circle route.

- Establish a network of tourist orientation centres with central reservation services in the gateway areas with the primary facility located in Victoria and additional facilities in Nanaimo, Courtenay and Port Hardy.
- Encourage development of recreational amenities and retail attractions at all ferry terminals and support a reservation system combined with late sailings to meet the needs and expectations of the travelling public. Ensure audio-visual programs are available as part of the ferry hospitality services.
- Encourage Alaska and Canada only cruise ship operators to use Victoria, Duncan/Cowichan, Campbell River and Alert Bay as possible ports-of-call and support development of land based attractions in these areas. Weather and docking concerns should be addressed.
- Examine innovative boat linkages between Vancouver and Courtenay especially in the winter seasons, such as sea/ski cruise and hydro foil access thereby providing additional markets for Mt. Washington and other regional ski areas.
- Continue the expansion of existing resort accommodation in the Duncan/Cowichan, Nanaimo-Qualicum Beach, Courtenay/Comox, and Pacific Rim areas with specialty accommodation being supported in Tofino, Ucluelet, Cowichan Lake, Knight Inlet and Mt. Washington.
- Develop new resort accommodation in the Port McNeill-Port Hardy area.
- Continue to establish new destination resorts related to alpine skiing in the Campbell River - Courtenay Regional Destination Areas.

- Develop innovative forms of accommodation including bed and breakfast program for the Lower Gulf Islands.

- Establish tripping terminals to provide a range of self-guided and guided tours and outdoor wilderness experiences in the designated recreational areas.

- Continue to develop the marine park system and support it with marina expansion on the northeast coast of the Island and encourage further bare boat chartering and charter fishing in the Johnstone Strait/Discovery Passage and Seymour/Kingcome Inlets.

- Establish a provincially and nationally recognized handicraft school in the Duncan/Cowichan Lake area.

- Encourage the diversification of the market image in the Courtenay/Campbell River area through the promotion of tour boat cruises and innovative overlapping recreational vacation packages such as sea/ski, golf/ski, fishing/golf, etc.

- Establish a boat touring network that connects waterfront resorts and package this network out of Victoria and Vancouver.

- Embark on a substantial upgrading program of the accommodation plant throughout the Island but most specifically in the Nanaimo/Qualicum Beach corridor.

- Encourage all designated communities with a tourism role to develop appropriate urban master plans and architectural themes that will assist them in marketing their tourism facilities. This is especially important for those communities on the established provincial scenic marine drive.

- Support the Parks Canada development program of the Pacific Rim National Park.

- Encourage the expansion of infrastructure in small communities subjected to considerable tourism peaking such as Tofino and Ucluelet.

- Develop and support major attractions and travel generators of historical, heritage, cultural and recreational nature including the naval park at Esquimalt, heritage harbour park in Port Alberni, bicycle network on the Gulf Islands, Mt. Washington alpine resort in Courtenay, Alert Bay native museum, Telegraph Cove's heritage community and the caving opportunities in Port Alice; and market further the unique speciality resources available throughout the Island landscape including marine mammal observations, diving, glacier tours, and other recreational activities associated with a marine and alpine environment.

APPENDICES

APPENDIX 1

TECHNICAL TERMS AND DEFINITIONS

In the following, several tourism related technical terms are identified and defined in terms of their usage in this tourism development plan. The definitions are based on both their current use in the literature and general tourism planning, and their particular application to the industry in British Columbia.

1. Tourism

The travel, activities and services used by any British Columbia resident beyond a 40 km (25 miles) radius from home for the purpose of personal enjoyment. Also, the travel, activities and services used by non-residents who enter the province for any reason other than work. It is recognized that elements of tourism are often involved when people travel for business purposes.

2. Tourist

Any British Columbia resident travelling in excess of 40 km (25 miles) from his/her home for any purpose other than commuting to work and any non-resident who enters British Columbia for any purpose other than work.

3. Tourism Destination Area

A distinct geographic area containing one or more tourism destination resorts integrated into a network of supporting facilities, attractions and events reflecting, through developments and programs, one or more of the area's dominant historic or natural themes. The developments and programs may be oriented to one or more major seasons and may attract a broad range of market segments depending upon the quality and quantity of tourism amenities available.

APPENDICES

APPENDIX 1

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4. Provincial Tourism Destination Area

In an international and national context, the entire Province of British Columbia can be defined as a tourism destination area. However, in the context of the Provincial Tourism Development Strategy, it refers to a nationally and internationally recognized geographic area that offers a (virtually) complete range of facilities, attractions, activities and events during all four seasons of the year that will attract tourists from all market segments who spend the major part, and frequently all, of their vacation trip within this area. It is accessible by all major transportation modes and several travel corridors. At present, only Vancouver and Victoria qualify for this status; however, other areas of the Province will be planned to attain this status.

5. Regional Destination Area

This is a distinct geographic area which offers a sufficiently wide range of facilities, attractions, activities and events during one or two main tourism seasons that will attract provincial and regional market segments (and adjacent U.S. and Alberta visitors) who spend the major part or all of their vacation trip within this particular area. Examples of such regional destination areas are the Okanagan Valley, the Columbia/Windermere Lakes area and Fernie/Crowsnest Pass Area.

6. Outdoor Recreation Area

This is a large identifiable geographical area with a broad range of landforms, water features and vegetation associations whose primary management purpose is to provide opportunities for extensive land and water-based recreation for the public and the clientele of commercial outdoor recreation outfitters.

7. Four Season Tourism Destination Area

A distinct geographic area containing an integrated network of tourism destination resorts and supporting tourism developments offering a wide range of facilities, attractions, activities and events on a year round basis, reflecting through either the developments or programs the area's dominant, historic and natural themes. Accessible by major transportation modes along several travel corridors, the area attracts a broad range of international, provincial and/or regional market segments.

In a four-season tourism destination area, the tourism industry is the primary employer and the major source of income for the residents of the area, and there is a strong commitment by the local residents and the relevant municipal governments to stimulate the growth and development of the tourism industry.

8. Provincial Tourism Service Centre

A community offering a complete range of services to the tourist on a 24 hour basis including a variety of types and qualities of accommodation facilities, food, beverage and night entertainment, grocery and other retail facilities, gasoline and automobile service facilities, health care, banking facilities, a regional tourism information centre and other related facilities. Victoria and Vancouver are examples of two provincial tourism service centres.

9. Regional Tourism Service Centre

A community offering many services to the tourist but with a somewhat limited variety of types and qualities of accommodation facilities, food, beverage and night entertainment facilities, grocery and other retail facilities, gasoline and automobile service facilities, banking facilities, a regional tourism information centre and other related facilties. Examples of such centres include Cranbrook, Kelowna and Prince George.

10. Local Service Centre

A community offering a limited range of essential services to the tourist including accommodation facilities, food and beverage facilities, grocery and other retail facilities, gasoline and automobile service facilities, banking facilities, a local information centre and other related facilities, e.g. Revelstoke, Campbell River, Kimberley and Fernie.

11. International Gateway Centre

A population centre where overseas tourist enter Canada to commence their visit. Such a gateway offers either an international airport or port facility, a complete range of tourism services and accommodation, and has access via a variety of transportation modes and corridors to all parts of the province. Examples are Vancouver, Seattle, Calgary and Edmonton.

12. Provincial Gateway Centre

A population centre where Canadian or U.S. visitors enter the province to commence their visit. Such a gateway allows entry by air, ship, rail or major highway, offers a broad range of tourism services and accommodations, and has access via a variety of travel modes and corridors to all parts of the province. Examples include Victoria and Prince Rupert.

13. Regional Gateway Centre

A population centre on a provincial or regional travel corridor where tourists commence their visit to a region. Such a gateway allows entry by air, rail, port or highway, offers a considerable range of tourism services and accommodation and has access via several travel modes and routes to most of the region. For example, Kimberley/Cranbrook and Nanaimo.

14. Provincial Travel Corridor

A well travelled, distinct linear route linking international or provincial gateways with provincial or regional service centres and tourism destination areas. The major type of corridor of this type is the highway link between between Calgary and Vancouver. Planning and development along these corridors would be subject to special planning and design.

15. Regional Travel Corridor

A paved or unpaved route linking destination areas and natural or historic attractions with local or regional service centres and areas that are of regional significance. Examples might include the Highway 1/2/3A link between Vancouver and the Okanagan Valley, the portion of the Crowsnest Highway 3 linking Lethbridge and Fernie.

16. Scenie Drive/Historic Route/Ecotour

A paved or unpaved route or trail that brings the traveller into contact with landscapes, natural features, historic sites or monuments of significance to the heritage of the province or the region. An itinerary may be prepared for tourists on a group mode or other basis. Such tours etc. can take a day or longer to complete.

17. Recreational Waterway

A river-lake-canal corridor having a high capability for various types of motorized and non-motorized boating and associated recreational activities.

18. Historic Waterway

A river-lake-canal corridor that played a significant role in the exploration, trade and settlement of the province, is navigable by non-motorized and/or motorized pleasure craft and has inherent capability for history interpretation and associated recreational activities.

19. Wild and Scenic River

A river in a setting of outstanding natural beauty. There must be rapids and white water. Both non-motorized and motorized river travel is permissible.

20. Tourism Destination Resorts

An establishment offering in one complex under single management, a reasonable range of man-made and/or natural recreational amenities and facilities support by accommodation, food and beverage services.

a) Summer Resorts: Water or land-oriented facility complexes providing natural and/or man-made recreational amenities and activities for overnight or long-stay visitors during the summer, with possible extensions into spring and fall shoulder seasons.

b) Winter Resorts: Primarily a land-oriented facility complex offering a variety of natural or man-made recreational amenities and activities for overnight or long-stay visitors during the winter season.

c) Year-Round Resorts: A water and land-oriented facility complex offering a wide variety of natural or man-made recreational amenities and activities for overnight and long-stay visitors during the entire year.

21. Tourism Attraction

A physical feature of outstanding interest which can be either natural (e.g. Takakaw Falls) or man-made (Fort St. James). There may or may not be facilities constructed to enable fuller enjoyment by visitors, e.g. Harrison Hot Springs Resort vs Kwadacha Wilderness Park. The attraction may be of international, national, provincial, regional or local significance depending on its ability to attract tourists from those market segments.

22. Tourism Event/Festival

A transitory man-made occurrence, celebration of activity of considerable interest and notability that is usually (but not always) held on an annual basis, e.g., rodeo, folk festivals, ski races. They can be of international, national, provincial, regional or local significance depending on the markets that are attracted (competitors/spectators).

23. Tourism Facility

An establishment whose primary purpose is to offer a particular service or recreation activity opportunity to the tourist. Services may include accommodation, food, beverage or automotive services, while recreation activity opportunities can range from ski developments to tennis courts, from a marina to an information centre.

24. National Park

Part of a system of outstanding and representative natural areas of Canadian significance administered by Parks Canada. The purpose is to provide opportunities for public understanding, appreciation and enjoyment of the natural heritage so as to leave it unimpaired for future generations. There are five national parks in British Columbia at the present time.

25. Provincial Park

Part of a system of outstanding and representative natural areas with a high recreational capability of national, provincial and regional significance administered by the Ministry of Lands, Parks and Housing, Parks Branch. There is a classification system of six types whereby parks are managed for various intensities of recreational use on a continuous basis ranging from those primarily intended for preservation of undeveloped natural systems and low intensity recreation to those developed to accommodate intensive recreation activities, for example, beaches, boat launching areas, campgrounds, etc.

26. Historic Park

An area containing outstanding heritage resources associated with persons, places and events of historic significance. Means are developed to enable public understanding, appreciation and enjoyment in a manner that leaves the resources unimpaired for future generations. These parks can be administered by the province or Parks Canada.

27. Marine Park

Coastal areas in the high recreational boating capability developed by the Provincial Parks Branch. They are developed to provide essential facilities for the enjoyment of the boating public while striving to maintain the attractiveness and integrity of the natural surroundings. Inland lakes/reservoirs are also included in this program.

28. Wilderness Parks or Conservancies/Reserves/Nature Conservancies

A pristine roadless tract in which natural processes and ecological communities are preserved. Extensive, low impact recreational uses are permitted, however, no exploitation or development is permitted except as may be necessary for the preservation of natural processes.

29. International Market

Residents of an overseas country having a propensity to travel to British Columbia (partially or entirely for personal enjoyment).

30. U. S. Market

Residents of the United States of America having a propensity to travel to British Columbia.

31. Canadian Market

Residents of the Canadian provinces and territories other than British Columbia having a propensity to travel to British Columbia.

32. Provincial Market

Residents of British Columbia having a propensity to travel in British Columbia.

33. Regional Market

Residents of regions within British Columbia having a propensity to travel within the confines of that region for the purpose of personal enjoyment.

34. Local Market

Local residents having a propensity to use nearby (one-half to one hour driving time) tourism and recreation developments for the purpose of personal enjoyment.

APPENDIX 2

THE INTERNATIONAL RIVER CLASSIFICATION

The following interpretation of the International River Classification is made by Canoe Sport British Columbia.

Grade 1

Easy. Waves small and regular; passages clear; occasional sand banks and artificial difficulties like bridge piers. Suitable for novices in closed canoes, kayaks and open Canadian canoes.

Grade 2

Quite easy. Rapids of medium difficulty; passages clear and wide. Occasional boulders in stream. Suitable for intermediate paddlers in closed canoes, kayaks and open Canadian canoes.

Grade 3

Medium difficulty. Waves numerous, high, irregular. Rocks and narrow (clear) passages. Considerable experience in manoeuvring required. Advance scouting usually needed. Canoes will ship water, and unless equipped with spray covers, will require frequent emptying. Kayaks must be equipped with spray covers. Suitable for experienced paddlers in closed canoes and kayaks, and expert paddlers in open Canadian canoes.

Grade 4

Difficult. Long rapids, powerful irregular waves; dangerous rocks, boiling eddies; passages difficult to reconnoitre; advance scouting mandatory; powerful and precise manoeuvring required. Spray decks mandatory. Suitable for expert closed canoes and kayaks only. Not suitable for open Canadian canoes.

Grade 5

Very difficult. Extremely demanding long and very violent rapids, following each other almost without interruption. River bed extremely obstructed; big drops; very steep gradient; advance scouting mandatory and usually difficult due to nature of terrain. Suitable for expert paddlers only in closed canoes and kayaks with specific whitewater training under expert leadership. Not suitable for open Canadian canoes.

Grade 6

Extraordinarily difficult. The difficulties of Grade 5 carried to extremes. Nearly impossible and very dangerous. Suitable for teams of expert paddlers only in closed boats at favourable water levels and after careful study, with fully trained and experienced rescue team in position. Not suitable for open Canadian canoes.

APPENDIX 3

TOURISM EVENTS AND ATTRACTIONS

The following outlines in a systematic manner the major natural and man-made features and events that affect the development and growth of tourism in the Vancouver Island Region. In many instances the data regarding attendance at certain events is limited and only approximations by knowledgeable individuals from the local centres could be obtained. The Appendix provides a comprehensive review of the seasonality of events and attractions, their location, attendance where possible, and significance of the feature.

TOURISM EVENTS - VANCOUVER ISLAND REGION - 1980

Landscape Unit	Name of Event 1)	Location	Type of Event	Season	Class of Event 2)					Attendance / Length of Event (Days) 3)	
					International	National	Provincial	Regional	Local		
Mount Waddington	-	-	---	-	-	-	-	-	-	---	
Seymour Inlet	-	-	---	-	-	-	-	-	-	---	
Knight/Kingcome Inlets	-	-	---	-	-	-	-	-	-	---	
Cape Scott / Port Hardy Lowlands	Filomi Days	Port Hardy	Summer festival with fishing derby, raft race, salmon BBQ, beer garden, dancing	August					●	3 Well attended	
Alert Bay / Tsitika	Winter Festival	Port Hardy	Winter festival	February					●		
	May Daze	Port McNeill	Spring festival with games, dancing, parade & softball tournament	May					●	3 Well attended	
	Indian Days Celebration	Alert Bay	Summer festival	June					●		
	Port McNeill & District Loggers Sports	Port McNeill	Loggers sports & dance	July					●	1	
	Salmon Day Festival	Sointula (Malcolm Is.)	Summer Festival	August					●	1	
	Alert Bay Fly-In	Alert Bay	Festival with skydivers, gliders & salmon BBQ	August				●		2	
	Mt. Waddington Regional Fall Fair	Port McNeill	Fall fair with arts and crafts	September					●	2	
	Oktoberfest	Port McNeill	Ethnic celebration	October					●	1	
Campbell River - Discovery Passage	13th Annual Campbell River Salmon Festival	Campbell River	Fishing derby and summer festival with parade, miners & loggers' sports, raft races, casino	June / July				●		5 Well attended	
	May 24th Celebrations (Empire Day)	Nanaimo	Community fair, parade, midway, salmon BBQ, concert, rodeo	May				●		3 Well attended	
	Bastion City Tour	Nanaimo & Gabriola Is.	Vintage automobile tour from Victoria to Nanaimo	June				●		3	
	Ladysmith 49ers Jamboree	Ladysmith		June					●		

TOURISM EVENTS - VANCOUVER ISLAND REGION - 1980 (CONT.)

Landscape Unit	Name of Event 1)	Location	Type of Event	Season	Class of Event 2) Inter-national	National	Provincial	Regional	Local	Attendance / 3) Length of Event (Days)
	Comox Valley Renaissance Fair	Courtenay	Craft and music fair	June / July				●		4 Well attended
	Canada Day	Courtenay	Summer festival	July					●	1
	Parksville Pageant Days	Parksville	Summer festival	July					●	2 Well attended
	Rocking Horse Rodeo	Nanoose Bay	Rodeo	July					●	3
	Market Day	Courtenay		July					●	1
	Highland Games	Nanaimo	Ethnic celebration	July				●		1 Well attended
	Cameron Lake Camporee	Cameron Lake	Square dance camp	July					●	3
	Nanaimo International Bathtub Race	Nanaimo to Vancouver	Race across Straits of Georgia with summer festival	July			●			1 Well attended
	Cumberland Lake Days	Comox Lake, Cumberland	Summer festival with canoe races & beer garden	July					●	1
	Coombs Country & Bluegrass Music Festival	Coombs	Music festival	August				●		3 Well attended
	Ladysmith Dogwood Days	Ladysmith	Summer festival with loggers sports, pancake breakfast	August					●	4 Well attended
	Campbell River Salmon Derby	Campbell River	Fishing derby	August		●				Well attended
Strathcona Park	-	-	---	-	-	-	-	-	-	---
Kyoquot / Nootka Inlet	Trade Fair & Loggers Sports	Tahsis	Fair & loggers sports	May					●	2
	Gold River Loggers Sports	Gold River	Loggers sports	June					●	2
	Canada Day Celebrations	Port Alice	Summer festival with helicopter rides, parade & beef BBQ	July					●	1
	Tahsis Days	Tahsis	Summer festival with parade air show, loggers sports, beer garden & fishing derby	August / September					●	2
	Zeballos Fall Fair	Zeballos	Arts & crafts fair, raft race & dance	September					●	

TOURISM EVENTS - VANCOUVER ISLAND REGION - 1980 (CONT.)

Landscape Unit	Name of Event 1)	Location	Type of Event	Season	Class of Event 2)					Attendance / 3) Length of Event (Days)	
					International	National	Provincial	Regional	Local		
Nanaimo / Courtenay Coastal Lowland	2nd. Annual Pie-Throwing Contest For Charity	Parksville	Contest	January					●		
	Annual Winter Carnival	Comox / Courtenay	Skiing events and torch-light parade	February				●		7 Well attended	
	Empire Day Week	Cumberland	Spring festival with May Queen, maypole dancing, bingo, arts & crafts	May					●	8 Well attended	
	Silver Spur Annual Open Horse Show	Parksville / Coombs	Horse Show	May					●	2	
	Comox Nautical Days	Comox	Summer festival, sailing, golf	August					●	3	
	Summer Music From Courtenay	Courtenay	Music festival	August				●		17 Well attended	
	Medieval Fair	Nanaimo	Summer fair with medieval theme: jousting, archery	August					●	1 Well attended	
	Nanaimo Air Show	Nanaimo	Annual air show	August			●			1 Well attended	
	Coombs Fair & Rodeo	Coombs	Fair and rodeo	August				●		3	
	Annual August Flower Show	Parksville	Flower show	August					●	1	
	5th Annual World Croquet Championships	Parksville	Sporting event and dance	August					●	3	
	Vancouver Island Exhibition Class B Agricultural Fair	Nanaimo	Agricultural fair	August					●	3	
	Qualicum Indian Band Barbeque	Qualicum Bay	Summer festival, BBQ	August					●	2	
	Qualicum Fishing Derby & Barbeque	Qualicum Bay	Fishing derby & BBQ	August					●	2	
	Oktoberfest	Nanaimo	Ethnic celebration	September					●	1 Well attended	

TOURISM EVENTS - VANCOUVER ISLAND REGION - 1980 (CONT.)

Landscape Unit	Name of Event 1)	Location	Type of Event	Season	Class of Event 2)					Attendance /3) Length of Event (Days)	
					Inter-national	National	Provincial	Regional	Local		
Pacific Rim / Highway #4	Children's Arts & Music Festival	Ucluelet	Festival with parade, art works, dancing & music	May					●	2	
	Long Beach Fly-In	Long Beach	Fly-in for crab & salmon feast, beer gardens, dancing	June			●			1 Well attended	
	Tofino - Clayoquot Day	Tofino	Annual sports day including softball and loggers' sports	July					●	1	
	Ukee Days Fishing Derby	Ucluelet	Fishing derby	July					●	2 Well attended	
	Ukee Days	Ucluelet	Summer festival with loggers' sports, arts & crafts	August					●	3 Well attended	
	Long Beach Art Festival	Ucluelet	Festival with Indian arts & crafts, displays & music	November					●	2	
Alberni Inlet	Pacific Rimmers' Annual Easter Rally	Port Alberni	4 x 4 rally with obstacle race and hill climb	April					●	3	
	Tulip Festival	Port Alberni	Flower show	April					●	1	
	Loggers' Sports Day	Port Alberni	Loggers' sports event	May				●		1 Well attended	
	Kinsmen's Spring Carnival	Port Alberni	Spring festival	May					●	3	
	Schsuetzenfest	Port Alberni	Ethnic celebration	May					●	1	
	Annual West Coast Open Golf Tournament	Port Alberni	Golf tournament	June					●		
	Alberni Valley Crafts Fair	Port Alberni	Arts & crafts fair	June					●	1 Well attended	
	Frontier Days	Port Alberni	Summer festival and rodeo	June					●	1	
	Annual Quarter-horse Show	Port Alberni	Horse show	June				●		2	
	Folkfest	Port Alberni	Ethnic festival with parade, dancing & singing	July					●	1	
	Port Alberni Salmon Festival	Port Alberni	Salmon derby, beer gardens & salmon BBQ	August				●		3 Well attended	
	Alberni District Fall Fair	Port Alberni	Fall fair	September					●	2	

TOURISM EVENTS - VANCOUVER ISLAND REGION - 1980 (CONT.)

Landscape Unit	Name of Event 1)	Location	Type of Event	Season	Class of Event 2)					Attendance /3) Length of Event (Days)	
					Inter-national	National	Provincial	Regional	Local		
Cowichan / Nanaimo Lakes Upland	Lake Cowichan Days	Lake Cowichan	Summer festival with parades carnival, loggers' sports, salmon BBQ, beer gardens, ball, and sports events	June					●	3	
	Water Ski Tournament	Lake Cowichan	Aquatic sporting event	August					●		
Southwest Coast & Upland	-	-	---	-	-	-	-	-	-	---	
Duncan / Victoria / Gulf Islands	Burns Nite Dinner and Dance	Victoria	Ethnic celebration	January					●	1	
	3rd Annual Pacific Cup	Victoria	Sporting competition for 60 old-timers hockey teams	January				●		3	
	Indoor Highland Games	Victoria	Scottish festival	February				●		2	
	Annual Chinese New Year	Victoria	Celebration of Chinese New Year, parade, fireworks	February					●	1	
	North American Speed Skating	Victoria	Sporting event	March				●		3	
	Cowichan Music Festival	Duncan	Musical performances of wind,string & percussion instruments, singing and dancing	March				●		12	
	White Water Race	Cowichan River, Duncan	Raft race	April					●	1	
	Sooke River Raft Race	Sooke River, Sooke	Raft race	April					●	2	
	Victoria Flower-fest	Victoria	Flower show at New Crystal Gardens	April					●	3 New event	
	Antique Show /Sale	Victoria	Antique show	April				●		Well attended	
	Monel Jazz Weekend	Victoria	Jazz music festival	April					●	3	
	Wine Festival	Sidney	Wine tasting contest	May							
	Leechtown Night	Sooke	Spring festival to celebrate Leechtown Gold Rush	May					●	1	
	Victoria Exhibition/Jaycee Fair	Victoria	Indoor fair	May				●		6 Well attended	
	Spring Arts Festival	Duncan	Arts & crafts fair & festival	May					●	3	

TOURISM EVENTS - VANCOUVER ISLAND REGION - 1980 (CONT.)											
Landscape Unit	Name of Event 1)	Location	Type of Event	Season	Class of Event 2)					Attendance / 3) Length of Event (Days)	
					Inter-national	National	Provincial	Regional	Local		
	Victorian Days	Victoria	Spring festival, parade & fireworks	May				●		4 Well attended	
	Royal Roads Military College Graduation Ceremonies	Victoria	Military graduation ceremony	May					●	2	
	Victoria Highland Games	Victoria	Scottish festival	May					●	1 Well attended	
	Giant Spring Arts & Crafts Fair	Victoria	Arts & crafts fair	May					●	2	
	Swiftsure Yacht Race	Victoria	Major sailing race - 219.6 km.	May	●					2 Well attended	
	Oak Bay Tea Party	Oak Bay	Spring festival - parade, fair grounds	May / June				●		2 Well attended	
	Sea Capers Festival	Ganges, Saltspring Is.	Summer festival with water events, dances & BBQ	June					●	3	
	International Tea & Fashion Show	Sidney	Fashion show	June					●	1	
	Cowichan Indian Days	Duncan	Summer festival	June					●		
	Gilangcolme Fundays	Colwood	Summer festival with parade, midway, arts & crafts, beer garden	June					●	3	
	Maple Bay Painters & Cowichan Valley Potters Annual Art Show	Maple Bay	Arts & crafts show	June					●	2	
	Vancouver Island Ceramic Show	Esquimalt	Arts & crafts show	June				●		4	
	Vancouver Island Arabian Horse Show	Duncan	Horse show	June				●		2	
	Folkfest	Victoria	Ethnic celebration	June / July				●		10 Well attended	
	Buccaneer Days	Esquimalt	Summer festival with parade, midway, dance	June					●	2	
	Duncan Flying Club Fly-In	Duncan Airport Duncan	Air festival	June				●		1	

TOURISM EVENTS - VANCOUVER ISLAND REGION - 1980 (CONT.)

Landscape Unit	Name of Event 1)	Location	Type of Event	Season	Class of Event2)					Attendance /3) Length of Event (Days)	
					Inter-national	National	Provincial	Regional	Local		
	Kiddies' Carnival	Shawnigan Lake	Children's festival with parade, carnival	June					●	1	
	Victoria to Maui International Yacht Race	Victoria	Largest sailing event in Pacific Northwest	June	●					1 Well attended	
	Mill Bay Days	Mill Bay	Summer festival, pancake breakfast	July					●	1	
	Canada Day Celebrations	Sidney	Summer festival with regatta & beer garden	July					●	1	
	Saturna Island Lamb BBQ	Saturna Island	Summer festival & BBQ	July				●		1 Well attended	
	B.C. Summer Recital Series	Victoria	Music series	July					●	4	
	Victoria International Festival	Victoria	Cultural festival	July				●		1	
	1st World Box Lacrosse Championship	Victoria & Vancouver	Lacrosse games	July			●			8 Well attended	
	Saanich Strawberry Festival	Saanich	Summer festival	July					●	1	
	All Sooke Day	Sooke	Summer festival with loggers' sports	July				●		1 Well attended	
	Duncan Cowichan Summer Festival	Duncan	Summer festival with loggers' sports, outdoor theatre, arts & crafts	July					●	4	
	Vimy Rodeo	Duncan	Local rodeo	August					●	2	
	Fest of Flowers and Song	Duncan	Summer festival	August					●	1	
	Cobble Hill Fair	Cobble Hill	Agricultural fair	August					●	1	
	Great Innertube Race	Victoria	Summer festival with midway, beer garden, innertube race	August					●	1	
	Annual Saltspring Is. & Galiano Is. Invitational Tennis Tournament & Salmon BBQ	Galiano Island	Tennis tournament & Salmon BBQ	August					●	1	

TOURISM EVENTS - VANCOUVER ISLAND REGION - 1980 (CONT.)

Landscape Unit	Name of Event[1]	Location	Type of Event	Season	Class of Event[2] Inter-national	National	Provincial	Regional	Local	Attendance /[3] Length of Event (Days)	
	Classic Boat Festival	Victoria	Boat show of classic vessels	August			●			3 Well attended	
	Pender Island's Fall Fair	North Pender Island	Fall fair	August					●	1	
	Saanichton Fall Fair	Saanichton	Fall fair and horse show	August / September				●		3 Well attended	
	Maple Bay Regatta	Maple Bay	Sailing regatta	August				●		2 Well attended	
	Cowichan Agricultural Fair & Exhibition	Duncan	Agricultural fair	September					●	2	
	Sooke Fall Fair	Sooke	Fall fair	September					●	1	
	North & South Saanich Agricultural Fair	Sidney	Fall fair	September					●	2	
	Antique Show /Sale	Victoria	Antique show	September				●		Well attended	
	B.C. Open Golf Tournament	Victoria	Golf tournament	September			●			6	
	Oktoberfest	Victoria	Ethnic celebration &concert	October					●	2 Well attended	
	Oktoberfest	Sidney	Bavarian celebration &dance	October					●	1	
	Bird Count Annual	Victoria	Bird count day	December					●	1 Well attended	

FOOTNOTES:

1) Sources: Funfest'80, Ministry of Tourism, Seasonal Events Calenders, Ministry of Tourism & Local brochures.

2) Vancouver Island Publicity Bureau, Vancouver, April 1980.
Assisted in classification of Events.

3) Based on Funfest'80 and Vancouver Island Publicity Bureau.

TOURISM ATTRACTIONS - NATURAL FEATURES - VANCOUVER ISLAND REGION - 1980

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature: International	National	Provincial	Regional	Local	Attendance	Key #
Mount Waddington	Mount Waddington	40 km from head of Knight Inlet in Coast Range	2nd highest mountain in B.C. (4106 m); mountaineering	Summer			●			Not applicable	
Seymour Inlet	-	-	---	-	-	-	-	-	-	---	
Knight / Kingcome Inlets	Kingcome Inlet Boat Tour	Kingcome Inlet	Scenic fjord tour by Blackfish Salmon Charter based in Port McNeill	Summer				●		Not available	
	Saltwater Sport Fishing	Knight & Kingcome Inlet	Sport fishing, especially salmon	Year round				●		Not applicable	
Cape Scott / Port Hardy Lowland	Broughton Strait View Point	West of Port McNeill	Panoramic view of islands, straits and mainland	Year round					●	Not applicable	
	Cape Scott Provincial Park	Northern tip of Vancouver Island	Rain-forest park of 15,054 ha with beaches, old homesteads, hiking areas, shipwrecks, backpack camping	Year round				●		1978 = 2098 visitor days & 1280 visitor nights	
Alert Bay / Tsikita	Vanishing River	South of Port McNeill	Unique geological feature - river flows underground to network of caves & tunnels	Year round				●		Not applicable	
	The Devil's Bath	South of Port McNeill	Giant rock bowl with underground spring	Year round				●		Not applicable	
	Steelhead Fishing	Port McNeill Area	Sport fishing	Winter				●		Not applicable	
	Salmon Sport Fishing	Port McNeill, Alert Bay	Sport fishing	Year round				●		Not applicable	
	Minigill Caves	Port McNeill	Caves with one mile underground network	Year round				●		Not applicable	
	World's Largest Burl	Port McNeill	22 ton burl at entrance to MacMillan Bloedel's divisional office	Year round					●	Not applicable	
	Mount Cain Alpine Recreation Park	Nimpkish Valley	Cross-country and downhill ski area, hiking	Year round, esp. Oct - April for skiing					●	Area still under development	

TOURISM ATTRACTIONS - NATURAL FEATURES - VANCOUVER ISLAND REGION - 1980 (CONT.)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature: International	National	Provincial	Regional	Local	Attendance	Key *
Kyuquot / Nootka Inlets	Nootka Sound & Friendly Cove	50 km west of Gold River	Area visited by early British & Spanish explorers including Cook; Indian Village	Year round				●		Not available	
	Steelhead Fishing	Gold River	Sport fishing	Winter				●		Not applicable	
	Tahsis Tree Farm	Gold River / Tahsis area	½ million acres of provincial forest land managed by Tahsis Co. Ltd.						●	Not applicable	
	Heber River Canyon	Gold River	Limestone formation	Year round					●	Not applicable	
	Conuma Peak	Nootka Sound	Distinctive landmark - 4,860' mountain	Year round					●	Not applicable	
	Eternal Fountain	Near Alice Lake	Unique geological feature - water disappears underground	Year round					●	Not available	
	Gold Mines	Zeballos area	Ruins of old gold mines	Year round					●	Not available	
	Rugged Point		Fine, deserted beaches accessible only by boat	Mainly Summer					●	Not applicable	
	Tahsish Inlet	East of Kyoquot Sound	Area of spring salmon runs	Spring				●		Not applicable	
	Artlish River		Runs partly underground through limestone caves	Year round					●	Not applicable	
	Hot Springs Cove	Sydney Inlet	Small natural hot springs	Summer				●		Not available	
Strathcona Park	Strathcona Park	West of Campbell River	227,000 ha park with highest mountains on Vancouver Island, camping, boating, fishing, mountaineering	Year round especially Summer				●		1978 = 6579 party nights & 1868 party days	
	Paradise Meadows	Strathcona Park	Alpine meadows with wildflowers	Summer				●		Not applicable	
	Della Falls	Strathcona Park	440 m. waterfalls	Summer				●		Not applicable	
	Mine Tour	South-east end of Buttle Lake, Strathcona Park	Tour of Western Mines Buttle Lake property (copper, lead, zinc), 2 tours daily	June - August					●		
	Forbidden Plateau	22.5 km west of Courtenay	Family ski area based on Mt. Becher in an all season recreation area; 311 m. vertical rise & cross-country skiing	December - April				●		1977/78 = 52,000 skier visits 1978/79 = 94,700 skier visits	

TOURISM ATTRACTIONS - NATURAL FEATURES - VANCOUVER ISLAND REGION - 1980 (CONT.)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-national	National	Provincial	Regional	Local		
	Mt. Washington Ski Resort	31 km west of Courtenay	Alpine ski hill with 490 m. drop, wilderness alpine area & cross-country skiing	December - April				●			
Campbell River / Discovery Passage	Tyee Salmon	Campbell River	Trophy fishing	July -Sept	●					Not applicable	
	Steelhead Fishing	Campbell River Area	Freshwater sport fishing	November - April				●		Not applicable	
	Year Round Salt-water Salmon Fishing	Campbell River, Quadra Island	Fishing; wide array of charters available	Year round		●				Not applicable	
	Ripple Rock Look-out/Seymour Narrows	Campbell River	Panoramic view of Seymour Narrows, site of largest non-nuclear explosion	Year round				●		Not applicable	
	Rebecca Spit	Quadra Island	Provincial Marine Park	Year round, especially Summer				●		1978 = 12,482 party days & 759 boating parties	
	Mitlenatch Island Provincial Nature Park	Strait of Georgia, south east of Campbell River	Bird sanctuary, accessible only by boat; conducted naturalist tours	Year round, especially Summer				●		1978 = 1849 boating parties	
Nanaimo / Courtenay Coastal Lowland	Steelhead Fishing	Courtenay Area	Fresh water fishing especially in Oyster, Puntledge, & Tsolum Rivers	Winter				●		Not applicable	
	Salmon Fishing	Courtenay / Comox Area	Sport fishing	Year round				●		Not applicable	
	Courtenay Slough	Courtenay	Only freshwater anchorage for deep sea fishing boats	Year round					●	Not applicable	
	Horne Lake Caves Park	N.W. of Qualicum Beach	Limestone caves	Year round, especially Summer				●		Not available	
	Beaches (eg. Kye Bay Beach)	Comox Area	Various beaches on Strait of Georgia, beachcombing	Summer					●	Not applicable	
	Englishman River Falls	Off Hwy 4, 14 km S.W. of Parksville	Waterfalls, steelhead fishing in park	Year round				●		1976 = 5335 party nights & 15,729 party days	
	Little Qualicum Falls Park	Off Hwy 4,19.3 km S.W. of Parksville	Waterfalls	Year round				●		1978 = 6479 party nights & 45,262 party days	
	Hamilton Swamp Trail & Bird Sanctuary	Near Coombs	Bird sanctuary & trail	Year round especially Spring & Fall					●	Not applicable	

TOURISM ATTRACTIONS - NATURAL FEATURES - VANCOUVER ISLAND REGION - 1980 (CONT.)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature: Inter-national	Class of Feature: National	Class of Feature: Provincial	Class of Feature: Regional	Class of Feature: Local	Attendance	Key #
	Rhododendron Lake	Approx. 20 km. W.of Parksville	Ecological reserve	Spring & Summer					●	Not available	
	Rathtrevor Beach Park	3.2 km south of Parksville	Good bathing beach; camping provincial park	Summer				●		1978 = 21,749 party nights & 60,233 party days	
	Little Mountain Lookout	3.2 km. west of Parksville	Panoramic view of Errington & Englishman River areas	Year round					●	Not applicable	
	Newcastle Island	Nanaimo	280 ha island marine island park with camping, hiking & beachcombing	Year round				●		1978 = 5330 boating parties & ferry passengers	
	Malaspina Galleries	Gabriola Island	Sandstone caves at shore-line	Year round					●	Not applicable	
	Transfer Beach	Ladysmith	Warmest swimming beach on Vancouver Island	Summer					●	Not applicable	
Pacific Rim / Highway #4	Pacific Rim National Park	West Coast of Vancouver Is.	Major beach park with look-outs, variety of beaches, park amphitheatre, surfing, nature trails, conducted walks, marine life	Year round especially Summer		●				1978 = 480,876 1979 = 500,000 + (estimate)	
	Long Beach	West Coast, between Tofino & Ucluelet	Long beach on open Pacific Ocean	Year round especially Summer		●					
	Chesterman Beach	Near Tofino	Major beach	Year round				●		Not available	
	Mt. Arrowsmith Recreation Regional Park	21 km, east of Port Alberni, off Hwy. 4	809 ha park with summer hiking; alpine flowers, alpine skiing (183 m. vertical drop) & powder skiing	Year round especially Winter				●		1977/78 = 840 skier visits 1978/79 = 21,295 skier visits	
	MacMillan Park	East of Port Alberni on Highway #4	"Cathedral Grove" area of preserved giant virgin Douglas Fir	Year round			●			1978 = 11,070 party days	
	J.V. Clyne Bird Sanctuary	Near Port Alberni	Bird sanctuary	Year round especially Spring & Fall					●	Not available	
Alberni Inlet	Broken Group Islands	N. of Alberni Inlet/entrance to Barkley Sound	Cluster of about 100 picturesque islands with Sea Lions, other sea life; boat access only	Summer				●		Not available	

TOURISM ATTRACTIONS - NATURAL FEATURES - VANCOUVER ISLAND REGION - 1980 (CONT.)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature: International	National	Provincial	Regional	Local	Attendance	Key #
Cowichan / Nanaimo Lakes Upland	Green Mountain Ski Area	55 km. s.w. of Nanaimo	Alpine ski area with vertical drop of 222 m.	Winter, weekends					●		
	Cowichan Lake	West of Duncan	Fresh water lake, popular for boating, water activities	Summer				●		Not available	
	Cowichan River	Cowichan River Lake to Duncan	Fly fishing, white water kayaking	Spring & Summer				●		Not available	
	Cowichan Valley Demonstration Forest	Cowichan River Valley	Interpretation of forest management activities	Summer					●	Not available	
Southwest Coast And Upland	West Coast Life Saving Trail	Bamfield to Port Renfrew	72 km. historic foot trail with various natural features such as Tsusiat Falls & the Hole-in-the-Wall; intended to become part of Pacific Rim National Park	Summer & Fall			●			5,000 annually	
	Botany Bay	Port Renfrew	Area with great variety of sea life	Year round esp. early Summer				●		Not available	
	China Beach	≈4 km. north of Jordon River	Good beachcombing area for rock hunters & shell collectors	Year round					●	Not available	
	River Jordon Coast	Jordon River	Area suitable for surfing	Sept - May					●	Not available	
	French Beach	Between Sooke & Jordon River	New provincial park with secluded beach	Year round					●	1978 = 5614 party days	
	Point-No-Point	South of Jordon River	Panorama of Olympic mtns.& Strait of Juan de Fuca(USA)	Year round				●		Not applicable	
	Sombrio Beach Park		Good beachcombing area	Sept-May				●		Not available	
Duncan / Victoria / Gulf Islands	Gulf Islands	Strait of Georgia	Over 100 scenic ocean islands of various sizes, some with communities, major ferry routes	All year especially Summer		●				Not available	
	Gulf Islands Marine Park System	Gulf Islands	Marine parks on islands such as Galiano, Portland, S. Pender & Saltspring	Summer		●				Not available	
	Climate of Victoria	Victoria area	Mild climate; especially in winter	Year round		●				Not applicable	

TOURISM ATTRACTIONS - NATURAL FEATURES - VANCOUVER ISLAND REGION - 1980 (CONT.)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-national	National	Provincial	Regional	Local		
	Swan Lake/Christmas Hill Nature Centre	Victoria	40 ha nature centre with trails, floating walkways, lake, marsh, fields and thickets	Year round				●		Not available	
	Salmon Fishing	Brentwood Bay, Pedder Bay, & Sooke Bay	Sport fishing	Year round				●		Not available	
	Malahat Drive	Victoria Area	Scenic highway drive	All year			●			Not applicable	
	Goldstream Park	19.2 km. N.W. of Victoria	335 ha with hiking & salmon runs, nature interpretation	Year round especially Summer				●		1978 = 16,600 party nights & 46,263 party days	
	Mount Douglas Park Lookout	Saanich	Scenic lookout	Year round					●	Not available	
	Mount Tolmie Lookout	Saanich	Scenic lookout	Year round					●	Not available	
	Sooke Potholes	Sooke	Geological formations good for swimming	Summer					●	1978 = 45,571 party days	
	Whiffin Spit	Sooke	½ mile spit with clams and Indian artifacts	Year round					●	Not available	
	Billings Spit	Sooke area	Clam digging, oysters & crabs	Year round					●	Not available	
	East Sooke Park	Sooke	Regional park with camping, swimming, beach						●	Not available	

TOURISM ATTRACTIONS - MAN-MADE FEATURES - VANCOUVER ISLAND REGION - 1980

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-national	National	Provincial	Regional	Local		
Mt. Waddington	-	-	---	-	-	-	-	-	-	---	
Seymour Inlet	-	-	---	-	-	-	-	-	-	---	
Knight / Kingcome Inlets	-	-	---	-	-	-	-	-	-	---	
Cape Scott / Port Hardy Lowland	Cape Scott	Cape Scott Provincial Park	Abandoned turn-of-century settlement	Summer					●		
	Cape Scott Trail	Cape Scott Provincial Park	Abandoned homesteads from Holberg to Cape Scott, hiking trail					●			
	Port Hardy Museum	Port Hardy	Local museum						●		
	Fort Rupert	Port Hardy	Site of 1856 Hudson's Bay Co. post	Year round						Not Applicable	
	Scenic Air Cruises	Port Hardy	Scenic tours from Port Hardy by Gulf-Air Aviation Ltd. including Ripple Rock Excursion tour	Summer				●			
	Coal Harbour	Near Port Hardy	Site of only whaling station in Canada (1947 - 1967)	Year round				●		Not Applicable	
Alert Bay / Tsitika	Alert Bay	Alert Bay	Fishing village	Year round				●		Not Applicable	
	Fishing Wharves	Alert Bay	Commercial fish boat wharf	Year round				●		Not Applicable	
	Totem Poles	Alert Bay	Totem poles including tallest in world	Year round				●		Not Applicable	
	Community House	Alert Bay	Traditional native architecture with carved support totem poles, native dancing					●		Not Available	
	Indian Burial Ground	Alert Bay	Native cemetery/archaelogical site with fishing and mission history	Year round				●		Not Applicable	
	Alert Bay Museum	Alert Bay	Local museum	July/Aug. Daily				●		3,000 - 4,000 Annually	
	Sointula	Malcolm Island	Historic Utopian Finn settlement	Year round					●	Not Applicable	
	U'Mista Museum	Alert Bay	Early potlach artifacts	Year round			●			Opening 1980	

TOURISM ATTRACTIONS - MAN-MADE FEATURES - VANCOUVER ISLAND REGION - 1980 (CONT.)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-national	National	Provincial	Regional	Local		
	Telegraph Cove	Telegraph Cove	Village-on-stilts on picturesque bay; scuba-diving area					●		Not Applicable	
	Beaver Cove	Near Port McNeill	Traditional dry land sort & booming ground operation					●		Not Applicable	
Kyuquot / Nootka Inlets	Town & Country Golf Course	Port Alice	9-hole golf course	Summer					●		
	Rayonier Tour	Port Alice	Pulp mill tour						●		
	M.V. "Uchuck III"	Gold River	Scenic cruises on Nootka Sound from Gold River	Year round but Summer to Friendly Cove				●		1978/79=3025 (incl. 1470 on tour groups) 1979/80=3518 (incl. 1116 on tour groups)	
	Nootka Cannery	Hot Spring Cove	Abandoned cannery site	Year round					●	Not Applicable	
	Graveyard Bay	Near Zeballos	Old Indian burial ground & totem pole	Year round					●	Not Applicable	
Campbell River / Discovery Passage	Link & Pin Logging & Pioneer Museum	Sayward	Private museum with logging theme						●		
	The Valley of a Thousand Faces	Sayward	Collection of paintings on forest walkways						●		
	Campbell River Museum & District	Campbell River	Local history museum with collection of early Coast Indian artifacts					●		1978 = 11,000 1979 = 12,000-13,000	
	Quinsam River Fish Hatchery	Campbell River	Fish (salmon) hatchery with display area	Year round				●			
	Elk Falls Mill Tour	Elk Falls, near Campbell River	Guided tours of Elk Falls Pulp & Paper Mill, Division of Crown Zellerbach	Summer					●		
	Glen Alder Golf Course	Campbell River	9-hole golf course	Summer					●		
	John Hart Generating Station	Near Campbell River	Daily tours of powerhouse complex						●		
	Gulf Air Seaplane Tours	Campbell River	Sunday tourist flight to Ripple Rock area	June-Sept				●			
	Superior Flight Tours	Campbell River	Tourist flight up Toba Inlet to the Homathko Ice Fields (Cariboo-Chilcotin Tourism Region) & back by Bute Inlet; also to Long Beach and Nootka Sound					●			

TOURISM ATTRACTIONS - MAN-MADE FEATURES - VANCOUVER ISLAND REGION - 1980 (CONT.)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature: Inter-National	National	Provincial	Regional	Local	Attendance	Key #
	Heritage Park Longhouse								●	Not Applicable	
	Kwakiutl Museum	Quathiaski Cove Quadra Island	Museum featuring early Kwakiutl Potlatch artifacts	Summer			●			July-Dec/79 = 4,000 - 5,000 (1st. yr. operation)	
	Cape Mudge Lighthouse	Quadra Island	Lighthouse	Year round					●	Not Applicable	
Strathcona Park	-	-	---	-	-	-	-	-	-	---	
Nanaimo / Courtenay Coastal Lowland	Miracle Beach Nature House	North of Courtenay	Nature interpretation	Summer				●			
	Indian Rancherie	Near Courtenay	Abandoned Indian Settlement	Year round					●	Not Applicable	
	Courtenay Museum (Upper Native Sons Hall Museum)	Courtenay	Local museum						●		
	Sunnydale Golf Course	Courtenay	-hole golf course	Summer					●		
	Esquimalt & Nanaimo Railway	Courtenay	Scenic old railway to Victoria					●			
	Lorne Hotel	Comox	Old hotel built 1878	Year round					●		
	Comox Golf Course	Comox	-hole golf course	Summer					●		
		Comox	World's largest log cabin						●		
	Longlands Golf Course	Comox	hole golf course	Summer					●		
	Canadian Forces Base	Comox	Military base	Year round					●		
	Cumberland Townsite	West of Courtenay	Historic coal mining town & old Chinatown						●	Not Applicable	
	Museum	Cumberland	Local museum	Summer & by appt.					●	1979 = 3,000+ school parties	
	Qualicum Beach Golf Course	Qualicum Beach	hole golf course	Summer					●		
	Eaglecrest Golf Course	Qualicum Beach	hole golf course	Summer					●		
	Big Qualicum River Fish Hatchery	14.5 km north of Qualicum Beach	Salmon & trout hatcheries	Year round				●			

TOURISM ATTRACTIONS - MAN-MADE FEATURES - VANCOUVER ISLAND REGION - 1980 (CONT.)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature: Inter-national	Class of Feature: National	Class of Feature: Provincial	Class of Feature: Regional	Class of Feature: Local	Attendance	Key #
	Little Qualicum Spawning Channel	Near Qualicum Beach	Spawning channel	Fall				●		Opened Nov. 1979	
	Petroglyphs	4.8 km south of Parksville	Indian petroglyphs on bank of Englishman River	Year round				●		Not Applicable	
	Madrona Art Centre	Nanaimo	Art gallery displays & exhibits					●			
	Malaspina College Theatre	Nanaimo	Theatre with live performances					●			
	St. Anne's Anglican Church	Parksville	Restored pioneer log church						●		
	Bastion Fort / Museum	Nanaimo	1853 - built by the Hudsons Bay Company	May -Sept. & by appt.				●		Annual average = 15,000 1978 = ≈20,000 1979 = 11,400 + (reduced operation because of cost)	
	Nanaimo Golf Course	Nanaimo	18 hole golf course	Year round				●			
	Centennial Museum	Nanaimo	Museum	Year round				●		1978 = 12,321 1979 = 14,013	
	Petroglyph Park	Nanaimo	Indian petroglyphs	Year round				●			
	Rutherford Acreage Golf Centre	Nanaimo	Golf amusement	Summer					●		
	Heritage Walking Tour	Nanaimo	Tour of heritage buildings: bastion, courthouse, globe hotel, St. Paul's Church, firehall	Year round				●		Not Applicable	
	Harmac Arboretum & Crown Zellerbach Arboretum	South of Nanaimo	Arboretum with labelled native & exotic trees, pioneer area. (Also seed orchard and clone bank development with tours upon request)	Year round					●		
Pacific Rim / Highway #4	Indian Petroglyphs	Sproat Lake	Petroglyphs, archaelogical feature	Year round					●	Not Applicable	
	Fort Defiance									Not Applicable	

TOURISM ATTRACTIONS - MAN-MADE FEATURES - VANCOUVER ISLAND REGION - 1980 (CONT.)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature: Inter-national	National	Provincial	Regional	Local	Attendance	Key #
Alberni Inlet	M.V. Lady Rose	Port Alberni	Cruises along Alberni Inlet (fjord) to Bamfield or Ucluelet from Port Alberni	Year round			●			1979 = 9,768	
	Robertson Creek Salmon Spawning Channel & Fish Hatchery	Port Alberni	Spawning channel & fish Hatchery					●			
	Stamp Falls Fish Ladders	Port Alberni	Fish ladder					●			
	Alberni Valley Museum	Port Alberni	Local museum						●		
	Harbour Tours	Port Alberni	Boat tours					●			
	Alberni Golf Course	Port Alberni	9-hole golf course						●		
	Pleasant Valley Golf Course	Port Alberni	9-hole golf course						●		
Cowichan /Nanaimo Lakes Upland	March Meadows Golf Course	Lake Cowichan	9-hole golf course	Summer					●		
Southwest Coast and Upland	-	-	---	-	-	-	-	-	-	---	
Duncan / Victoria / Gulf Islands	B.C. Forest Museum	Duncan	36 ha outdoor museum with forest industry theme; scenic railway & active steam locomotives, logging camp replica, forest paths	Mid May to mid Sept.			●			1979 = 41,607	
	Butter Church	Duncan	Old stone church	Year round					●		
	Glass Castle	Duncan	"Castle" made of over 180,000 bottles	Year round					●		
	Cowichan Theatre	Duncan	731 seat theatre for live performances	Year round					●		
	Skutz Falls Fish Ladder	Cowichan River	Fish ladder	Year round				●			
	Cowichan Golf Course	Duncan	9-hole golf course	Year round					●		
	Crofton Pulp & Paper Mill	Crofton	Pulp & paper mill tour						●		

TOURISM ATTRACTIONS - MAN-MADE FEATURES - VANCOUVER ISLAND REGION - 1980 (CONT.)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-national	National	Provincial	Regional	Local		
	Chemainus Sawmill	Chemainus	Tour of one of largest sawmills in Western Canada						●		
	Chemainus Waterwheel	Chemainus		Year round					●		
	Mount Brenton Golf Course	Crofton / Chemainus	9 - hole golf course	Year round					●		
	Butchart Gardens	Central Saanich(Victoria)	Well established; tours; six gardens developed in a limestone quarry covering 14 ha; summer entertainment; night illumination	Year round	●					500,000 annually	
	Fable Cottage Estate	Victoria (Central Saanich)	Theme park with animation & gardens; guided tours	Late March to October				●		Not available	
	Ardmore Golf Course	Central Saanich	9 - hole golf course	Year round					●		
	Glen Meadows Golf Course	Central Saanich	18 - hole golf course	Year round				●			
	Elk Lake Mini-Golf	Central Saanich	Golf course	Year round					●		
	Vantreight Daffodil Farm	Central Saanich	Fields of daffodils	Spring					●		
	Saanich Pioneer Museum	Central Saanich	Local museum						●		
	Centennial Artifacts Museum	Central Saanich	Local museum						●		
	St. Stephens Church	Central Saanich	Historic church built 1862	Year round					●	Not Applicable	
	Dominion Astrophysical Observatory	Saanich	72" telescope observatory and displays	Year round				●		30,000 annually	
	West Saanich Road	West side of Saanich Peninsula	Scenic drive	Year round					●	Not Applicable	
	Mount Douglas Golf Course	Saanich	hole golf course	Year round					●		
	Holy Trinity Church	North Saanich (Patricia Bay)	Historic church built 1885	Year round					●		

TOURISM ATTRACTIONS - MAN-MADE FEATURES - VANCOUVER ISLAND REGION - 1980 (CONT.)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					Inter-national	National	Provincial	Regional	Local		
	Sandown Race Track	North Saanich	Horse racing track	Summer				●			
	Dominion Experimental Farm	North Saanich	Farm with tours	Spring, Summer, Fall				●			
	Sail & Fishing Charters	Sidney	Day or longer excursions	Summer					●	Not Available	
	Sidney Museum	Sidney	Local museum						●		
	Cougar Air Tours	Sidney	Guided day trips to Islands' W. Coast & natural features	Summer				●		1977=164,974	
	The Parliament Buildings	Victoria	Provincial parliament buildings; landmark illuminated at night	Year round, tours May to Sept.			●			1977=164,974 1978=170,386 1979=176,721 } Guided Tours	
	Provincial Museum	Victoria	Museum with provincial ecology, superb Indian artifacts & displays, guided tours	Year round			●			1978 = 1,074,501 1979 = 1,111,151	
	Beacon Hill Park	Victoria	62 ha countryside park in City of Victoria	Year round			●			Not available	
	Point Ellice House Museum	Victoria	1861 historic residence with collection of original furniture & household effects	Year round				●		1978 = 4,128	
	Craigflower Manor	Victoria	1855 national & provincial historic site - farm manor house	Year round				●		No figures kept	
	Helmcken House	Victoria	1852 oldest residence in B.C. on original site	Year round				●		31,000 - 32,000 annually	
	Anne Hathaway's Thatched Cottage	Victoria	Museum of Shakespearian history with 17th century antiques; guided tours	Year round				●		43,000 annually	
	Frontier Village Ghost Town	Victoria Area	Small theme park with western town theme	April to September					●		
	Hatley Castle (Royal Roads Military College)	Victoria Area	Now a military college with Japanese & Italian gardens	Year round, especially Summer				●			
	Craigdarroch Castle	Victoria	1888 house with fine woodwork & stained glass windows	Year round					●	Approx. 100,000 annually	

TOURISM ATTRACTIONS - MAN-MADE FEATURES - VANCOUVER ISLAND REGION - 1980 (CONT.)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					International	National	Provincial	Regional	Local		
	Thunderbird Park	Victoria	Park with West Coast Indian Longhouse, carving shed and totem poles	Year round			●			Not Applicable	
	Royal London Wax Museum	Victoria	Museum of Mme. Tussaud wax figures	Year round				●		Not Available	
	Land of the Little People	Victoria	Miniature theme park & garden, esp. for children	Summer					●		
	Art Gallery of Greater Victoria	Victoria	Art Gallery	Year round				●		1978 = 35,500 1979 = 53,000 1980 = 72,000, projected	
	Prince Albert Miniatures	Victoria	Indoor exhibit of miniatures depicting wide variety of themes	Year round				●		200,000 + annually	
	Classic Car Museum	Victoria	Automobile museum with over 40 displays	Year round				●		170,000 annually	
	Fort Victoria	6 km. west of Victoria	Replicas of Fort Victoria buildings & museum	June - August					●	No figures kept	
	Craigflower Schoolhouse	Victoria	1855 schoolhouse, oldest school building in Western Canada	Year round					●		
	Bastion Square	Victoria	Restored historic area	Year round				●		Not Applicable	
	Government House	Victoria	Official residence of Lieutenant Governor of B.C., 14 ha grounds with 6 ha rose garden	Gardens - Year round				●	●		
	Fun City Amusement Centre	Victoria	Amusement park with go-karts slide, mini-golf, dune buggies						●		
	Victoria Golf Course	Victoria	18-hole golf course	Year round				●			
	Maritime Museum	Victoria	Museum of maritime history of West Coast	Year round			●			50,000 annually	
	Crystal Gardens	Victoria	Historic building with aviary & conservatory	Year round					●	Opened 1980	
	Emily Carr Art Gallery	Victoria	Art Gallery & films	Year round				●		1978 = 17,102 1979 = 19,117	
	Harbour Cruises	Victoria	Boat tours of harbour	May - Oct.				●			

TOURISM ATTRACTIONS - MAN-MADE FEATURES - VANCOUVER ISLAND REGION - 1980 (CONT.)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature					Attendance	Key #
					International	National	Provincial	Regional	Local		
	Emily Carr House	Victoria	Historic site	Year round					●	Mid.Nov/79-mid.Feb/80 = 709	
	Dunsmuir Castle	Victoria area							●		
	Pacific Undersea Gardens	Victoria	Ocean displays & undersea theatre under water in Inner Harbour	Year round				●		200,000 + annually	
	The Empress Hotel	Victoria	Classic landmark hotel in city centre; high tea	Year round			●			8,000 teas plus other visitors	
	Mystery Museum	Victoria	Amusement	Year round					●		
	Sailboat Rides	Victoria	½ day and longer sailing excursions from Victoria	Summer					●	Not Available	
	McPherson Theatre	Victoria	Theatre, live performances	Year round				●		1978/79 = 263,000	
	Esquimalt & Nanaimo Railway	Victoria to Courtenay	Railway tour	Year round				●		1977=11,343 passen- 1978=45,000 gers 1979=	
	The Carillon	Victoria	The largest carillon in Canada; scheduled recitals	Year round especially Summer				●		Not Applicable	
	Tally Ho	Victoria	Horse drawn tours of Victoria	Summer				●		Not Applicable	
	British Double Decker Tours	Victoria	Double decker bus tours around Victoria; 4 tours ranging from 1½ hrs.-1 day					●		Not Applicable	
	Gonzales Weather Station	Victoria	1914 observatory, now Regional data centre, panoramic view	Year round				●			
	Sealand of the Pacific	Oak Bay	Oceanarium with killer whale, seals & sea lion performances	Year round		●				Not Available	
	Uplands Golf Course	Oak Bay	18 - hole golf course	Year round				●			
	Fort Rodd Hill National Park	Colwood (Victoria)	National historic park depicting naval history, conducted tours, lighthouse	Year round				●			
	Cedar Hill Golf Course		18 - hole golf course	Year round				●			
	Gorge Vale Golf Course	Esquimalt	18 - hole golf course	Year round				●			

TOURISM ATTRACTIONS - MAN-MADE FEATURES - VANCOUVER ISLAND REGION - 1980 (CONT.)

Landscape Unit	Name of Feature	Location	Type of Feature	Season	Class of Feature: International	National	Provincial	Regional	Local	Attendance	Key #
	Prospect Lake Golf Course			Year round							
	Royal Colwood Golf Course	Colwood	18 - hole golf course	Year round				●			
	Naval Base	Esquimalt	Western Canada's largest naval base	Year round				●			
	Lester B. Pearson College	Metchosin	International college in wooded setting	Year round					●		
	Western Speedway		Vehicular race track					●			
	Sooke Region Museum	Sooke	Museum						●		
	Sherringham Point Lighthouse	West of Sooke	Lighthouse	Year round				●			
	Sooke Broome Hill Golf Course	Sooke	9 - hole golf course	Year round					●		
	Golf Course	North Pender Island	9 - hole golf course								
	Mayne Island Museum	Mayne Island	Local museum housed in historic jail	All year especially Summer					●		
	Maltwood Art Museum & Gallery	Victoria	Art museum, gallery, exhibition centre					●			
	Metchosin School Museum	Victoria	Local museum in historic schoolhouse	Mainly Summer & Winter - Sundays					●		

APPENDIX 4

EVALUATION MATRIX - CRITERIA FOR RANKING

The following criteria has been developed and tested for use in evaluation landscape/planning units for tourism potential. As noted there are four (4) categories (rankings) that can be applied to each unit according to the assessment of the resource. The description of each ranking is as follows.

3. High quality and/or abundance of the resource that has strong capability to interest or attract tourists or to support tourism development.

2. Moderate quality and/or quantity of the resource (notable but not exceptional) that has the capability to interest or attract tourists or to support tourism development.

1. Average to low quality and/or quantity of the resource that has little capability to interest or attract other than local tourists or with low capability to support tourism development.

0. Resources are negligible or absent.

APPENDIX 5

REGIONAL AND LOCAL POLICY STATEMENTS RELATED TO TOURISM

The following are excerpts from the major regional and local planning documents now in effect in the Vancouver Island Tourism Region. These excerpts illustrate the current positions that local governments have taken with regard to tourism development and related topics such as transportation, parks, scenic vistas and special areas such as the Discovery or Gulf Islands. These statements are necessary for an appreciation of local concerns and some of the type of planning controls which could affect implementation.

A. Regional Plan 1978 (Interim Plan), Regional District of Mount Waddington (Selected Policy Statements)

1. REGIONAL DISTRICT OBJECTIVES

   (5) To recognize particular aspects (such as the recreational potential of the Regional District's character) and to develop these aspects as a high priority matter.

2. GENERAL LAND USE POLICIES

   - COMMUNITY DEVELOPMENT

   (E) COMMERCIAL AND INDUSTRIAL DEVELOPMENT

   (3) All commercial development shall be restricted to urban and rural centres as well as the communities identified in the Highway Policy.

   (4) Not withstanding subsection (3), recreation and tourist oriented commercial developments may be located in areas of recreational quality and in accordance with the Highway Policy.

   - HIGHWAY POLICY

   (A) GENERAL POLICIES

   (1) Development adjacent to any highway should not lessen the traffic carrying capacity of the highway.

   (2) Strip development along Highway should be avoided in order to maintain a pleasant and scenic highway.

   (3) The Island Highway remain the main road in the transportation network of North Vancouver Island. The existing Highway could be extended further to Holberg and Cape Scott via Coal Harbour in the future when growth in that area justifies the need.

   (B) SPECIFIC POLICIES

   In addition to section A the subsequent policies apply to the following highways:

   - Highway 19 (Island Highway) within the Regional District boundaries
   - Highway 49 to Port Alice
   - Highway which connects Port Hardy and Coal Harbour
   - Highway which connects Beaver Cove to Highway 19

   (1) All tourist commercial development along the highway shall be located in the following locations: Coal Harbour, Holberg, Nimpkish, Port Alice, Port Hardy, Port McNeill and Woss.

   (2) Facilities permitted to be developed adjacent to the highway include:
   (a) government and commercial campsites in locations as identified in the Regional Parks Plan,
   (b) picnic sites,
   (c) rest areas,
   (d) points of interest (viewpoints, etc.)

   (3) All developments except as identified by (2) b to d should have a minimum buffer zone of 150 metres, measured from the centre line of the highway to the property line. However, this does not apply within the general accepted boundaries of the rural centres. All buffer strips should consist of mature timber where possible in order to create the cathedral grove appearance. Since most of the highways are within T.F.L. and Provincial Forest, the buffer strip will remain under the jurisdiction of the B.C. Forest Service.

   (4) Developments as identified in (2) (a) may be exempted from the minimum buffer zone at the discretion of the Board.

   - RECREATION AND CONSERVATION

   (1) Public recreational areas should be identified and reserved in conjunction and co-operation with all public and private agencies which may be involved.

   (2) Conservation areas, for scenic, fish and wildlife habitat, fishing and historical purposes should also be identified and maintained or acquired for such conservation purposes.

B. Official Coal Harbour Settlement Plan, Regional District of Mount Waddington, November 1979

COMMUNITY OBJECTIVES

6. The marine commercial and recreational potential of the site be developed, with appropriate facilities provided.
7. Encourage light industrial development as well as continue to develop as a service centre and gateway to Quatsino Sound.

COMMERCIAL AND INDUSTRIAL

2. The general shopping area, tourist commercial facilities, marine service zone be developed adjacent to the existing wharf and boat ramps as outlined on the Settlement Plan map.
3. Tourist commercial development should be view-water oriented, providing marina and charter facilities as well as restaurants, hotels, motels and associated shops.

C. Port Hardy Community Plan, 1978, by Ker Priestman & Associates for the District of Port Hardy

5.0 Objectives and Policies

5.2 Commercial Policies

(3) Establish a tourist accommodation zone (including hotel) and a waterfront park in the area bounded by Shipley, Market and Granville Streets.

D. Official Regional Plan, Regional District of Comox-Strathcona, March 1977, reprinted September 1979

PART ONE - ADMINISTRATION

B. PLANNING GOALS:

1. To conserve the resources of the region particularly those which are non-renewable and including land with its intrinsic value to human activity, flora and fauna.
2. To ensure that land is used wisely in accord with its physical capability and responsive to environmental constraints, and to preserve in a natural state those areas which are environmentally significant or unique.
5. To recognized the special status of the Gulf and Discovery Islands with their fragile environment and limited capacity for development.

9. To provide for resident and tourist recreation sites in locations deemed appropriate and capable of supporting the necessary facilities.

C. GENERAL PROVISIONS:

- MISCELLANEOUS COMMERCIAL POLICIES

1. Commercial recreation uses including for example campgrounds, resorts, motels, drive-in theatres, may be permitted in any area of the region, but where deemed appropriate shall be limited in extent, or restricted to ensure environmental safeguards, retention of significant vegetation, and minimization of traffic hazards. Such restrictions may be applied through development permits, restrictive covenants, or other means.

SECTION E - POLICIES FOR SPECIAL AREAS

INTENT:

This section offers a series of broad land use guidelines dealing with the west coast of the regional district and the Gulf and Discovery Islands.

PART ONE - WEST COAST:

West Coast Recreation Policies:

1. In recognition of the physical attributes of the west coast it is Plan policy that campsites, marine parks, and other parks be kept basic in nature with minimal facilities to encourage short stays. Sites should be developed at a low intensity with the purpose of spreading accommodation over a number of smaller sites, rather than a few large areas.

2. As a general rule it is recommended that park and overnight facilities be provided in such a manner that no sites offering accommodation are situated more than 4 to 6 hours travelling time by road from any other site; or 2 to 3 hours travelling time by boat from any other site.

3. It is recommended that the following principal recreation and park site priorities be established:
   a) Hisnit Inlet and the Deserted Lake area.
   b) Maquinna Point to Yuquot and the Cook Channel coastline and Islands not in Indian Reserve.
   c) the Rugged Point to Tatchu Point coastline.

4. The Regional Board supports the establishment of smaller recreation areas to serve the needs of west coast residents.

5. It is Plan policy that resorts, motels and recreation vehicle campsites be located in close proximity to existing communities in order that the available services in these centres may be fully utilized.

PART TWO - ISLAND POLICIES:

1. The Board recognizes two sometimes conflicting objectives for Island use -- the need to preserve the native flora and fauna and the spectacular Island scenery, and the desire by many to live within the Island's unique environment. Local Settlement Plans shall encourage the establishment of a pattern of land use which will not alienate large Island areas from possible preservation.

2. The Rural Resource classification shall apply to all Islands, except where regional district or Islands Trust land use regulations exist or Official Settlement Plans are adopted. Where such regulations or plans exist, development shall be pursuant to such plans and/or regulations.

3. It shall be Plan policy to provide for a series of development clusters on the principal islands, retaining remaining areas in very large lots.

4. The Board is not opposed to providing community water systems to present and future housing clusters, if the supply of water can be obtained from local island sources. The Plan opposes any attempt to supply water to the islands from Vancouver Island.

5. The Board shall oppose any attempt to link islands with bridges from Vancouver Island, or to any other islands.

6. Due to the fragile nature of the coastal zone which is best protected by the preservation of native vegetation, subdivision immediately along the coast shall be discouraged except where provided for under local plans and regulations.

7. Crown Land shall to the maximum extent possible be retained in a natural state, or be utilized for forestry on a carefully planned basis.

8. It is Plan policy to retain as much as possible of the coastline on the islands within the public domain, and this shall be a principal consideration in reviewing plans for subdivision.

SECTION F - PARKS, RECREATION AND CONSERVATION AREAS

1. Regional Parks:

   d) Development of a regional park shall be in accord with the following:
      i) Active Park: boating, beach activity, fishing, water sports, picnicking, sight-seeing, nature study, golf, hiking, trail riding, winter sports. Every effort shall be made to avoid creating an active park catering only to a single activity.
      ii) Natural Park: scenic mountain and coastal trails, with related activities such as boating and picnic facilities. No major structures or similar facilities shall be provided; the emphasis is on conservation of natural features.

   e) Areas to be considered for regional park purposes include the Crown Lands at Seal Bay, Crown Lands at Storie Creek, Millard Creek estuary, Goose Spit, Williams Beach Road marsh and other such sites as may be deemed appropriate.

3. Conservation Areas and Buffer Strips:

Certain areas in the region possess unique and fragile physical and biological processes which require special protective measures. It is Plan policy that areas with these features are to be preserved from most forms of development, including, if necessary, outdoor recration facilities.

   a) While some suggested conservation areas are depicted on the maps, it is Plan policy to consider as potential conservation areas all river estuaries, all island coastal areas, lakes and streams, all other coastal and river areas susceptible to erosion, and any marsh areas with significant value to flora and fauna.

PART THREE - TRANSPORTATION AND UTILITIES

SECTION A - TRANSPORTATION

ROAD PROVISIONS AND TRANSPORTATION POLICIES

2. The Board supports the provisions of a new north-south inland highway to facilitate through traffic. Preference shall be given to the suggested alignment depicted on the map schedules, and the Board will assist the Ministry of Transportation, Communication and Highways in preserving this alignment and preventing the development of incompatible land uses.

E. District of Campbell River Planning Department, Official Community Plan, 1979

4. GOALS & OBJECTIVES

The general goal of the District of Campbell River Community Plan is to provide the framework for the orderly and rational development of the community and its physical environment.

Specific Goals

H. To provide appropriate areas for the growth of tourist accommodation.

5. LAND USE POLICIES

B. Commercial
Policies:
III. Tourist Commercial

- tourist accommodation and related facilities should be encouraged to locate on the west side of the Island Highway from Rockland to Pinecrest, and south of the Willow Point shopping area to Barlow Road.
- in order to preserve the aesthetic quality of the waterfront, only those tourist-oriented uses which require direct marine access (ie. boat launches) should be permitted on the east side of the Island Highway from Rockland Road to Pinecrest Road.
- the area from the extension of Pinecrest Road to 6th Avenue on the east side of the Island Highway shall be considered appropriate for tourist accommodation and related facilities provided that adequate control over height and design is ensured by designating the area a "Development Permit Area".

D. Parks & Public Uses
Policies:
II. The Plan encourages the continuation of the policy to purchase waterfront properties on the east side of the Island Highway by the District in order to protect the scenic qualities of the Discovery Passage waterfront.

G. Special Areas

The natural environment of Campbell River is clearly one of its most vital assests, attracting tourists, commercial fishermen and in general, people who enjoy the "out-of-doors".

When considering future growth and development of the community, it is important that we do not destroy the very environment that attracted people to move here in the first place and that forms the basis of our local tourist and fishing industries.

VI. The scenic quality of the Discovery Passage waterfront shall be preserved in accordance with policies set out in Section 5B).

F. Regional District of Alberni-Clayoquot Official Regional Plan By-Law 1970, Draft - June 29, 1977 incorporating Recommended Amendments

SECTION 6 GENERAL POLICIES

(Objective 1.
"To Preserve and enhance an environment that provides for the health, safety, convenience, and welfare of present and future District residents and visitors:")

c.) Recreation and conservation areas of regional or Provincial significance are to be identified as circumstances permit, and where possible reserved or acquired and made accessible for public enjoyment; areas offering unusual or rare ecological characteristics or those especially sensitive should be protected from encroachment or over exposure to human intrusion.

e.) The unique value and capability of areas such as beaches, intertidal lands, lakes and water courses as perpetual recreation and economic resources and in sustaining wild life and the fisheries is recognized and destruction of these features by urban encroachment, resource development or industrial and commercial development is to be avoided wherever possible.

(Objective 2.
"To foster the orderly, efficient, and attractive development of the communities of the District;")

e.) The Plan accepts the desirability of seasonal residences for the accommodation of vacationing families and sportsmen, but the Plan does not envisage the provision to seasonal residences of those services which would enable their conversion to all-year residences, and the evolution of urban areas from holiday-camp areas will not be fostered or condoned except where unusual circumstances indicate such a conversion to be in the public interest.

(Objective 3.
"To utilize for the most appropriate use, or to conserve for present and future benefit, the land and economic resources of the District.")

a.) The Plan recognizes that, in a manner consistent with the implementation of other objectives and policies of the Plan, the utilization of land and economic resources of the District should be fostered and controlled so as to strengthen and diversify the long term economic growth of the District and to enhance opportunities for employment of its residents.

(Objective 4.
"To provide for development and maintenance of transportation facilities and means of access to accommodate the movement of people, products, and goods within, through, into and out of the District.")

e.) The Plan provides that the District's needs for air transportation will require the maintenance of the Tofino Airport as the principal west coast airport, retention of the capability for eventual establishment of a principal airport in the Alberni Valley, provision of landing strips at other locations, and for facilities accommodating float planes and trans-shipment at appropriate locations throughout the District.

SECTION 7 DEVELOPMENT CONTROL POLICIES

3. Locational Criteria For Specific Land Uses

e.) Tourist accommodation shall ordinarily be located adjoining or within a highway commercial area. In exceptional circumstances, the Board may approve applications for resort-type or fishing-camp type facilities in isolated areas, provided that these shall not be used as a basis for year-round accommodation of permanent residents requiring urban facilities. Notwithstanding the above, hotels shall be located near established commercial centres of existing communities.

G. Bamfield Settlement Plan, Regional District of Alberni-Clayoquot, October 1978

OBJECTIVES

The objectives for conservation and development of the Bamfield Community are:

To maintain the special character of the Bamfield community.

Visitor Accommodation Uses

Areas designated for tourist accommodation and vacation homes may be developed for the accommodation of visitors to the community.

Bamfield residents are very concerned that the unique character of their community may be adversely affected by a large increase in tourism. For this reason, they feel that care should be taken in the provision of commercial services for tourists to minimise the impact of tourism on the community.

It is therefore the intention of this policy statement to limit tourist commercial development to essential services for fishermen and campers. Services provided for visitors include motel accommodation, campground, food and sports fishing supplies. . . . . With respect to Pacific Rim National Park, camping facilities should be provided in the Park away from the community, to minimise tourist use of already over taxed local facilities. (e.g. garbage, water and sewage).

Development of the Pacific Rim National Park, Phase III has the potential of altering the community. The special character of Bamfield is based on its relation to the sea, both in terms of employment and development. By redirecting the focus of development towards a road network and tourist commercial-retail area, much of the special interest will be lost. To protect the social structure and economic base of the community, the amount and location of tourist services should be limited. By minimising the number of tourists using local facilities, the community will be buffered from the change in social structure and marketing focus that comes with increased tourist traffic.

Commercial

In the future as tourist use of the Pacific Rim National Park increases and the community grows new commercial buildings will be constructed. When these properties are developed the proposed buildings should be designed to ensure that undesirable noise, light and visual effects associated with commercial uses do not affect neighbouring properties.

Industry

Presently, Bamfield has a single resource economy, fishing. An objective of this plan is to diversify the community's economic base. Two other areas of economic growth are available, lumber and tourism. Until the Pacific Rim National Park matures and more people discover the Broken Island Group and the West Coast Hiking Trail, the retail-commercial part of Bamfield's economy will not be able to enter this market. From surveys of the number of boats launched in the Alberni Inlet and sport fishing in Barkley Sound, tourist activity in the area is increasing.

IMPLEMENTATION

Program Recommendations:

- the federal and provincial governments in designing and establishing facilities in the National Park treat Bamfield as a neighbour, not as a focal point or attraction;

H. Sproat Lake Settlement Plan, Regional District of Alberni-Clayoquot, November 1978

EXECUTIVE SUMMARY - OBJECTIVES & POLICIES

5. Improve and protect public access to a publicly owned resource, the Lake.
    - (d) Encourage the Provincial Parks Branch to build a regional boat launching ramp, with the necessary parking for trailers, along the west end of Taylor Arm.
    - (e) Encourage the Parks Branch to provide washroom facilities at the new Provincial Parks on Taylor Arm.
    - (f) That any new park or recreation proposal be separated by at least 5 kilometres (2 miles) from the residential area to avoid conflict.

AREA WIDE CONCERNS
RECREATION

The Provincial Government has developed 2 campgrounds along Taylor Arm to provide for the increasing number of tourists using the lake for boating, fishing and water skiing. Because of friction between resident and non-resident recreational boating at the eastern end of the lake, it is recommended that additional facilities, (e.g. boat launching), be provided to attract non-resident recreational boating to Taylor Arm. Recognizing Sproat Lake's development history starting with summer cottages and later maturing to year round residences, it is strongly recommended that Taylor Arm be retained for only transitory recreational uses restricting the type of accommodation provided to camping and vacation trailer spaces.

COMMERCIAL

Tourist services and motel accommodation have been part of the Sproat Lake community for a long time. Of late a number of the old resorts have fallen into disrepair because of an insufficient season and in some instances have been converted into residential subdivisions, (e.g. Klitsa Lodge). Other resorts have continued and the owners are considering expanding and upgrading. With regards to the community concern about noise and recreation boating-resident friction; expansion of the resorts or development of new tourist services should take this problem into account. Before approving an application it is strongly recommended that the proposal's viability be examined since a derelict commercial property can have a serious affect on local property value. At present no suitable property for commercial use is available due to proximity of residential development.

In the case of the expansion proposal, the building guidelines contained in this report should be followed. Furthermore, particular emphasis is placed on the importance of preserving and adding to the natural vegetation, trees and shrubs.

LAKE ACCESS

Road rights-of-way have not proved to be suitable for recreation due to inadequate size and the attendant problems. Over the years parks have been developed to serve this purpose. At present there are six parks serving the community and visitors, Sproat Lake Park, Fossli Park, Second Bridge Park, Battleship Park, M and B Taylor Narrows Campground and Dickson Drive Neighbourhood Park. It is the community's opinion that new tourist facilities should be directed towards Kennedy Land, providing some facilities in that part of the Region.

I. Cherry Creek Settlement Plan, First Draft, Regional District of Alberni-Clayoquot, January 1979

COMMERCIAL
POLICIES

3. The provision of visitor accommodation within the study area should be limited to the existing Timber Lodge Motor Inn and one future motel along Highway No. 4.

J. West Coast Sector Background Paper, Regional District of Alberni-Clayoquot, March 1980

Preferred Alternative: Alternative Four

The preferred alternative of this report is a refinement of option number three. The refinement being recommended is to designate several growth areas and to encourage more intensive uses to locate in these plances, e.g. resorts on the ocean side of Long Beach. By designating locations for intensive uses and growth areas, utility services can be directed to those lcoations rather than attempting to accommodate development all over the study area.

Locations being recommended for growth nodes include the ocean side of Esowista Peninsula (starting at the north and growing south), Port Stapleby bringing water service from Port Albion or Ucluelet, and the existing commercial sections of the two villages.

The ocean side of the Esowista Peninsula has several beaches that are suitable for resorts. Because further commercial development is dependent upon installation of utilities, designations of this area is dependent on local residents approving a tax increase. Port Stapleby presently has a small residential subdivision with a water tank and a number of industrial properties serviced by wells. The industrial growth being proposed for this area is not as dependent upon having a water supply as resorts and can proceed using wells. In the long term, however, installation of a community water system and fire protection are goals.

. . . . Where this alternative differs is in the reduced area to be serviced by community water and decreased costs.

K. The Challenge - Managing the Capital Region's Economy, Capital Regional District Economic Advisory Committee, December 1977

2. STRENGTHEN THE REGION'S EXPORT MARKETS AND INCOME SOURCES

COMMITMENT

2.1.1 Encourage tourism by broadening the seasonal months and attracting tourists for "Get-away-weekends" during the off-season. Examples:

(i) Provide facilities and activities that serve both local residents and tourists year round.
Examples:
a) Convention-civic centre facility catering to small-medium sized events (up to 1500 delegates);
b) Sporting events - horse-racing, golf, marine park, fishing, sailing, camping;
c) Promote the image of Victoria as an extraordinary cultural centre; e.g. music and art festivals (Victorian Days, summer music festivals).

(ii) Provide competitively-priced meals and accommodation.

ACTION

2.2.1 Co-ordinate the actions of public and private agencies interested in the promotion of tourism in the Region.
Examples:
(i) Encourage tourist related associations (hotels, motels, restaurants, etc.) to promote guidelines governing the quality and price of services.
(ii) Co-ordinate summer music and art festivals with Seattle and Vancouver.
(iii) Install locational maps of the region at strategic locations to aid in the orientation of tourists.

INVESTIGATION

2.3.1 Establish a task force to study the economic feasibility of a convention civic centre and other facilities for year round use.

HIGHLIGHTS OF STUDY:

2. The Importance of Tourism to the Regional Economy

2.1 Revenue generated by sales to tourists is the greatest net revenue generator to the region and cannot be underestimated in relation to its long term importance in assuring the economic vitality of the region.
2.2 It must also be recognized that tourism tends to be less stable than other revenue producers and is more highly subject to national and international economic cycles.
2.3 Efforts should be made to diversify the region's economic base and thereby reduce the relative importance of tourism. However, this cannot be construed as reducing efforts to attract tourist revenue.
2.4 Important considerations in fostering tourism include:
a) Reliable, efficient and reasonably priced transportation between Vancouver Island and the mainland.
b) Competitively priced accommodation and meals relative to other areas.
c) Expansion and preservation of existing quality tourist services and facilities; e.g. Butchart Gardens; fishing opportunities; cultural activities such as music and art festivals, etc.
d) Preservation of natural amenities; e.g. coastal seascape in Metchosin and the Gulf Islands; urban forest of the highlands and Mount Douglas; rural-agricultural landscape of the Saanich Peninsula, etc.

L. Boating Facilities within the Capital Regional District, Background Report, Capital Regional District Regional Planning Dept. March 1980

SUMMARY OF SURVEY RESEARCH
Owner Operator Interviews - Issues
4.1.1 Availability of moorage for boating tourists and attitudes of marina operators toward tourism:
a. Few marinas cater to tourists--this is because income from permanent moorage is more reliable. In order to maximize revenues many marina operators provide permanent moorage at all berths rather than reserving space for visiting boaters. Few marina operators provide significant moorage space for visiting boaters, and few marina operators felt it worthwhile to encourage boating tourists to their marinas. Primary reasons include:
i. Tourists do not buy their boats in the Region, they purchase fuel and groceries only and moor for a very short period of time.
ii. Revenues can be maximized by providing permanent moorage on an annual basis rather than catering to tourists. Month-to-month winter rentals are unpopular with resident boaters and they cannot be relied upon for steady income.
iii. Permanent moorage requires less work, and residents buy goods and services year round.

b. Tourist Facilites at many marinas are inadequate. . . . .

c. Tourism potential could be significant and should be developed. . . . .

7.0 ALTERNATIVE OPTIONS FOR MEETING FUTURE BOATING DEMAND

7.1.1 Do not attempt to meet demand.
7.1.2 Meet demand by expanding existing public and private moorage facilities.
7.1.3 Expand moorage facilities by encouraging moorage development in new areas.
7.1.4 Encourage smaller boats into alternative moorage accommodation by encouraging:
a. Home storage and improved boat launching facilities.
b. Dryland storage at or near existing marinas.
7.1.5 A combination of options 7.1.2, 7.1.3, 7.1.4

M. Heritage Conservation Report, City of Victoria, March 1975, Revised Edition, June 1977

P. 5 PUBLIC ECONOMIC BENEFITS

Besides the indirect benefits the public receives from construction involving private renovation, there are also direct public benefits from heritage building preservation. The character of the City of Victoria as discussed earlier, is inseparable from its heritage buildings. The quantity and quality of the buildings is exceptional in North America, and is a prime stimulus for Victoria's important tourist income. In 1974, the city was visited by close to two million tourists, and realized an estimated 60 million dollars from their purchases.[1]

Concrete evidence of the importance of heritage as a tourist attraction is provided by the recent Canadian Travel Survey, conducted in 1971.[2] According to this study, 29% of Canadian tourist spending is attributable to tourists whose main activity is visiting historical and cultural sites. This is by far the highest of nine specific categories listed in tah survey. Combining the popular leisure pasttimes of boating, hunting, skiing and sports watching, accounts for less spending (27.4% of the total) by comparison, than historical and cultural visits. Given this as a national average, Victoria with its widely popular 'old world' image must enjoy a substantially higher proportion of tourist spending as a result of cultural visits.

N. Official Community Plan, District of Central Saanich, 1979

2.7.1 Community Appearance

Goal: Diverse, interesting and harmonious urban areas within the rural, garden-like atmosphere of most of the municipality.

Objectives: ii) To protect panoramic views.
iii) To present an attractive focus to Brentwood Bay and Saanichton commercial centres.

2.7.3 The Natural Environment

(a) Goal: The preservation of significant natural and man-made environments throughout the Municipality.

v) To permit commercial recreation uses at appropriate sites within the Municipality providing adequate consideration is given to protecting the natural environment and minimizing infringement on existing development.

O. The Policy of the Islands Trust, The Islands Trust, August 1975

Recreation

The development of a well planned and integrated recreational system in the islands is a major concern of the Trust. It intends to encourage the kind of recreational activities that have the least impact on the natural environment of the islands. For example, most marine activities, wilderness parks, hiking trails, riding and bicycle paths are generally preferable to scenic drives and road-based camp-grounds, but the need for provision of facilities for all ages and types of people must be recognized. It is expected that plans will provide for the recreational and cultural needs of both local residents and visitors, often in separate and distinct areas and facilities. Multi-use of facilities such as community schools is to be encouraged.

Shoreline areas are a major recreational resource of the islands. Therefore, increased public access to beach and other shoreline areas should be provided but overuse or abuse must be prevented.

Sophisticated overnight accommodation or intensive recreational use on some islands may have to be discouraged or limited where the size or character of the island is such that significant impairment of the environment might result. However, the Trust believes it has a responsibility to make it possible for many people to share, even for short periods, the pleasures of an "island experience", ...

SUMMARY

The basic elements of Trust policy are:

(a) Recognition that the islands are a resource of national importance but of finite size, justifying provincial as well as local interest in how they are used and provincial and local regulations for their protection.

(b) Provision of as varied recreational opportunity and experience as the islands are able to offer, now and in the future, including a range of holiday accommodation and facilities.

(c) Retention of the native flora and fauna and both unique and typical island scenery; and recognition that some areas are too fragile for any intensive use and must be protected by creation of reserves.

(d) Establishment of a pattern of land use which will allow needed and reasonable development in the present but which will at the same time preserve land from alienation, so that future generations will have the opportunity to make their own choices and decisions.

(e) Development of the islands only in ways which are in sympathy with the landscape and which make the most of each site's natural characteristics.

(f) Recognition that the islands are first of all an existing community of people, and the welfare of those people, and those who join them and come after them, must always be a primary concern of the Trust.

P. Brief to be Presented to the British Columbia Tourism Forum by Mr. John Rich, Chairman of the Islands Trust, December 6, 1979

SOME PRINCIPLES FOR VISITORS

1) Visitors who appreciate the natural and rural qualities of the islands and wish to preserve them are welcomed in numbers which will not materially deplete the environment.

2) Low impact recreation such as hiking or canoeing is more acceptable than more disruptive or noisy activities.

3) Visitors who seek out the Islands as a place to visit are more likely to be sympathetic to the island philosophies than the persons enticed by hard sell campaigns. The emphasis should be on welcome without promotion.

4) Facilities for visitors should be small scale to be in keeping with the rural communities and the intimate scale of the landscape. Hilton Hotels and massive "parking lot" marinas are out of place.

5) A number of islands recognize a special type of visitor: the relatives or friends of residents. Many zoning by-laws permit a guest cottage for visitors in addition to a house on larger lots.

6) Provincial Parks are a major attraction for visitors. There are already 24 parks totalling 1,750 ha. in the Trust Area. New parks are needed and will best be located on smaller uninhabited islands where the recreationalist can have more freedom and an experience closer to the wilderness. Potential frictions with residents are avoided.

7) It is appreciated that fishing including the taking of shellfish and scuba diving provides recreation for visitors. It is necessary, however, to monitor marine life and its habitat so that appropriate steps can be taken if undue depletion is occurring.

POOR

QUALITY

ORIGINAL